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BROADCASTING

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Broadcast Advertising

WASHINGTON, D. C.
MARCH 15, 1938

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th Issue (Yearbook Number) Published in February

THE JOHN CRERAR LIBRARY
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Who
DISCOVERED
STING SYSTEM

RADIO RIDDLE

What station in Denver carries most hours of network commercials . . . gets more business from local department, furniture, jewelry, men's and women's stores . . . keeps its audience well-primed continuously with special features . . . and gets to more ears and into more hearts than any other station?

SIMPLE AS A-B-C! THE ANSWER IS KLZ!

● Illustrating the basic program power of KLZ is the fact that it carries 11% more hours of sponsored network programs per week than any other Denver station.

Illustrating the pulling power of KLZ is the fact that result-conscious local department, furniture, jewelry, men's and women's stores all spend more of their radio money with KLZ than with any other station.

KLZ's spontaneous showmanship, its alertness to the needs of, and willingness to serve the civic, cultural and religious interests of the Denver-Rocky Mountain region have won it widespread esteem. The breadth and vitality of its activities have made it a force in this area.

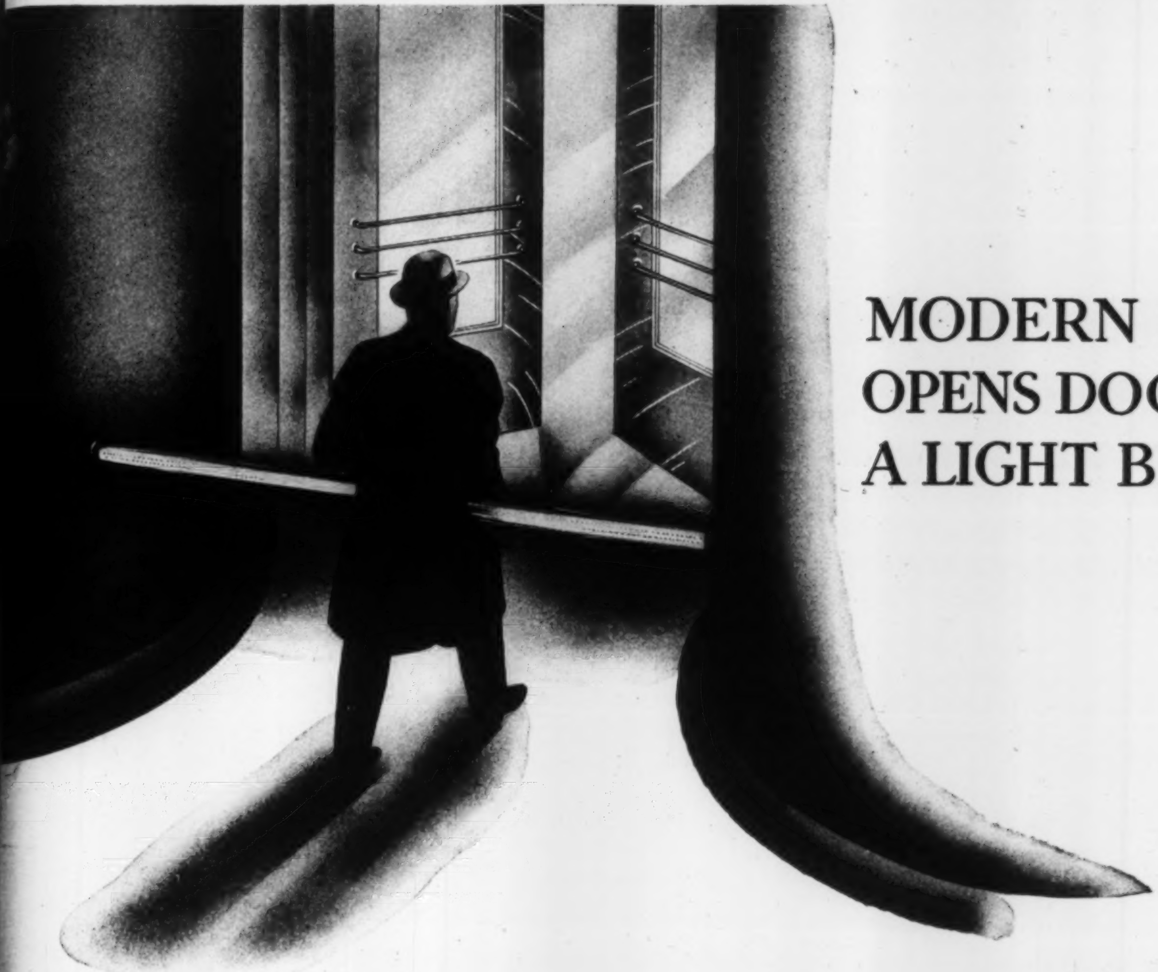
The radio riddle in Denver is, indeed, elementary. KLZ is the station which has what listeners want . . . has what advertisers want.

KLZ *Denver*

560 KC.— COLUMBIA NETWORK

Affiliated in Management with WKY, Oklahoma City and The Oklahoma Publishing Company

Representative — The Katz Agency, Inc.



MODERN SCIENCE OPENS DOORS WITH A LIGHT BEAM . . .

--and Markets With Colonial Network

ELECTRICAL ENGINEERS have relieved you of the necessity of turning a knob and swinging a door on its hinges when you enter a modern building. A tiny ray of light is your doorman.

RADIO TECHNICIANS have relieved you of the necessity of covering a sales territory with yesterday's cumbersome methods. Today, the efficiency of the Colonial group of stations opens the door to an immediate audience in the largest markets of New England.

Within this area the field of needed coverage includes fourteen markets where volume sales can be obtained. The Colonial Network reaches them all, at low cost — lower, in fact, than any other station group covering these important centers.

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport New Haven	WNBH	New Bedford
		WLLH	Lowell Lawrence
WTHT	Hartford		
WNLC	New London	WBRY	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., *Exclusive National Representatives*

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Today WRC

increases its power to
5000 watts day and
1000 watts night . . . .

WRC . . . . .

. . . . has more national spot
. . . . has more local clients
. . . . has more hours sold daily
. . . . has more net income
. . . . has more local listeners

than any other Washington station

WRC

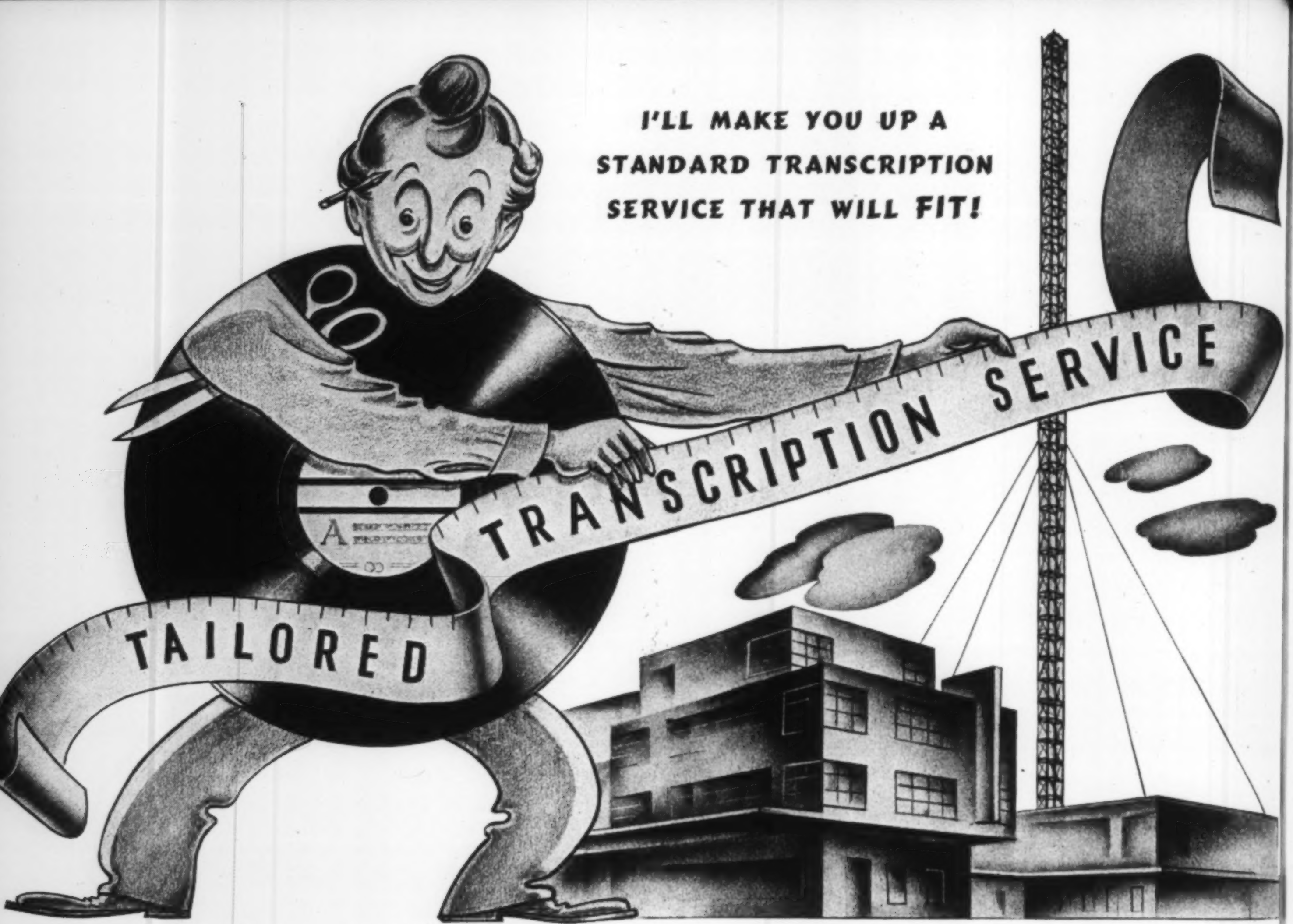
RED NETWORK OUTLET

THE NATIONAL BROADCASTING COMPANY

Translux Building • Washington, D. C.

New York Chicago San Francisco Hollywood

The BIGGEST Transcription


I'LL MAKE YOU UP A STANDARD TRANSCRIPTION SERVICE THAT WILL FIT!
TAILORED TRANSCRIPTION SERVICE

100 *New Selections* EVERY MONTH!
20 *Hours of Continuity* EVERY WEEK!

That's the full service—added to a large basic library for those who need and use a BIG library. But if you desire less *quantity* or want *selectivity* in the type of music and talent, you have FOUR other plans of service to choose from. Send for complete details, *measure* your needs, then ask:

"Are Your Transcriptions Up to Standard?"

News in Radio History!

THAT'S WHAT THEY'RE SAYING ABOUT *Standard Radio's* NEW

TAILORED TRANSCRIPTION *Service*

1. You may select the exact *size* of transcription service you require. *Your choice* of 3, 12, 15, 17 or 20 hours per week.

2. You may select the exact *music types* you require. *Your choice* of more popular music, more concert music or mixed.

3. You may select the exact *talent types* you require. Your choice of *larger* or *smaller* talent units and combinations.

4. Your *costs* are proportionate to the plan of service you select. *Your choice* according to your own pocketbook.

Standard Radio

180 N. MICHIGAN AVENUE, CHICAGO, ILL. • 6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CAL.

SYNONYM FOR SERVICE

14 YEARS

WE'VE talked about WLS being a synonym for results. It has been a synonym for Service, too — for 14 years. Midwest radio listeners look to it for the same sort of warm neighborliness and practical help they get from real friends. WLS seeks out service opportunities; acts on them. Many of its most popular features are not for sale. And its big family of listeners remembers — and reacts, too.

Listener Loyalty predicates Advertising Results!

WLS

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, *President* · · · · **GLENN SNYDER,** *Manager*

National Representatives:

INTERNATIONAL RADIO SALES, *New York, Chicago, Detroit, Los Angeles*

TILT BOOKSELLER & PUBLISH
TILT 86
86

In March of the Year

NOW IN THE MONTH of the high kite wind and hoar frost heavy on the ground, it saddens us to think that soon the hurdy gurdy too will pass and azaleas no longer greet the spring in windowboxes to its lyric note. But on the whole the world still improves. We have noted any number of progressive symptoms. Shopkeepers of the better sort have taken to wrapping garlic in cellophane and people to the tune of 5234 in one week entered the WOR-Mutual Playhouse in New York. In an economy of abundance, the most abundant thing has been the published explanations of the leaders and it heartens us to learn they can write. Abundant too have been the mailbags of those WOR sponsors who purchase Transradio News; one of whom on three announcements reaped 30,627 replies, from the 3,961,884 radio homes we serve. Joyous is the news that the number of power cruisers have increased at Duffy's pier and that the SPCA forbids the locking of little dogs in cellars from which they sorrowfully emerge with a special smell of ashes and vigor-kept-under. Proud too are we of the growth of our supplemental sponsors who sweep into the year 1938 bright with the deep knowledge of sales to be theirs. And glad we are that we have finally found a mate for our own unwed cat, in this, the March of the Year.

WOR

WDOX
KKOP
LT
KGTO
KMM
KF
WISH
WKKK

"Eenie, meenie, miney, MO!"

NO matter how closely any two radio stations may seem to compare, they're *never* "a toss-up"—NEVER.

What precedes and follows your proposed time on each station? What are the local listening habits at those times? At what hour do the factory whistles blow—or is the audience mostly rural at the moment you're on the air? Is the community nutty about basketball, or do they go for that roller-skate derby in town? Et cetera ad insanitas — *unless* you let Free & Peters dope it out for you.

Free & Peters have offices in six different sections of the country — DAILY intercommunications between our fourteen men and the stations they serve. We know or can quickly find out every detail that affects *radio productivity* . . . . Can't we pass this valuable dope to *you?*

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ *	Roanoke

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

* Chicago office commencing April 1

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
110 E. 42nd St.
Lexington 2-8660

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
Bona Allen Bldg.
Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 6 WASHINGTON, D. C., MARCH 15, 1938 $3.00 A YEAR—15c A COPY

Hearst Disposing of Station Properties

Southwest Group, WINS, KEHE, Sales and Production Adjuncts, Optioned for $1,600,000 in Three Deals

SALE of a substantial portion of the radio properties of William Randolph Hearst, embracing 10 broadcast stations and the recently-formed International Radio Sales, station representative organization, and International Radio Productions, is in process of negotiation.

Subject to necessary approval of the FCC, which is mandatory under the law, Mr. Hearst's radio executives have made tentative arrangements for the sale of six of the ten stations, along with the two affiliated radio organizations. Upon consummation, the sale would constitute the largest single radio transaction in history, even exceeding the record sale of KNX, Hollywood, to CBS for $1,300,000 some two years ago.

As BROADCASTING went to press, the status of sales negotiations was:

Disposal of the four Southwest Hearst stations (KOMA, Oklahoma City; KTSA, San Antonio; WACO, Waco, and KNOW, Austin), plus International Radio Sales and International Radio Productions to a group of prominent businessmen who hold a two-week option for approximately $900,000, of which some $500,000 would represent the purchase price of the stations. The option dates from March 10.

Sale of KEHE, Los Angeles, to Earle C. Anthony, owner of KFI and KECA, for $400,000 cash with resale by Anthony of KECA to other California interests. This transaction has been completed, subject to FCC approval.

Sale of WINS, New York, to Col. Arthur O'Brien, Seattle attorney, and a former resident of and Democratic National committeeman from Washington, D. C., as a personal venture for approximately $250,000. He has entered a tentative contract for the purchase.

In addition, it is understood that bids also have been made for WBAL, Baltimore, and that the station may be sold. The other Hearst stations, WISN, Milwaukee, KYA, San Francisco, and WCAE, Pittsburgh, it is stated on what is believed to be reliable authority, are not in process of being liquidated, although the two former stations may be sold if proper terms, again subject to FCC approval, can be made. WCAE, perhaps the most profitable of the Hearst interests, apparently is not for sale. Unlike the other Hearst stations, it is owned by Hearst Consolidated Newspapers in such fashion as to make its liquidation difficult.

Sale of a substantial portion or possibly all of the Hearst radio holdings is consistent with the recently instituted program of the 75-year-old publisher to liquidate possibly the bulk of his farflung holdings. Having recently leased or consolidated several of his newspapers, he also has offered for sale a $15,000,000 art treasure accumulated during his lifetime.

It was learned also for the first time that he had disposed of his three point-to-point press stations to Press Wireless Inc., for some $64,000. These stations, engaged in the transmission of news by radio, were located in New York, Chicago and San Francisco, and utilized frequencies set aside by the FCC for press purposes.

Southwest and Service Organizations to be Sold

The biggest transaction—Southwest and the two affiliate service organizations—was said to be in the final stages of negotiation as BROADCASTING went to press. The principal on behalf of Hearst is Joseph V. Connolly, chairman of the board of Hearst Radio, president of International News Service and of King Features Syndicate, along with Elliott Roosevelt, who on Jan. 1 became president of Hearst Radio, operating all of the stations plus the two service organizations. The identity of the businessmen was not divulged as BROADCASTING went to press. Any such syndicate, however, unquestionably would consist of individuals in the investment field, it is felt.

Precise information was lacking because of the pendency of the negotiations and the reticence on the part of the principals to discuss the matter.

MR. HEARST

Price of $900,000 for Southwest Group Heard

A sales price of $900,000 for the four Southwestern stations and the two service organizations, according to responsible sources, would not appear out of line, and the $500,000 approximate figure on stations probably could be justified on the basis of earnings.

Applications seeking FCC approval will be filed as soon as details can be cleaned up, assuming the businessmen's group exercises its option. Messrs. Connolly, Roosevelt and their counsel, along with principals for the other interests, were working on these matters during the week of March 7.

The Anthony purchase actually was consummated in early March. The application for assignment was to be in the Commission's hands by March 14. The transaction was a straight cash proposition for $400,000.

Operating on the desirable frequency of 780 kc. with 1,000 watts night and 5,000 watts day, KEHE would replace KECA as the Anthony-owned NBC-Blue outlet in Los Angeles. KECA, on 1430 kc. with 1,000 watts night and 5,000 watts day, does not have the technical coverage of the Hearst outlet.

Negotiations are in progress for the sale of KECA to other California interests, it was learned authoritatively, at a figure of possibly $75,000 to $100,000. The station may go to San Diego or Redlands, both of which are said to be in need of additional local radio service. There is also the possibility that the station will be sold to other Los Angeles interests, since it is deemed a certainty that Mr. Anthony, who owns the 50,000-watt KFI along with KECA, would not be disposed to seek operation of three stations in the same city.

Col. O'Brien Imminent Purchaser of WINS

It is felt that the purchase price of $400,000 for KECA could not be questioned as exhorbitant since the station has an appraised valuation, insofar as actual physical facilities are concerned, of some $300,000. Elaborate new studios recently have been installed and it is assumed that both the KFI and KEHE program operations would be transferred to these facilities by the Anthony interests upon acquisition of the latter station.

The imminent WINS purchaser —Col. O'Brien—is a well-known attorney and ranks high in Democratic circles, but is a newcomer to radio. A resident of Washington, D. C., until some two years ago, he was prominent in local civic affairs and also was a Democratic National committeeman and a delegate to the last Democratic convention from the District. He moved to Seattle where he resumed his law practice, although retaining an interest in affairs in the Capital City. His advisor in the transaction, it is understood, has been Saul Haas, principal owner of KIRO, Seattle. However, Col. O'Brien is declared to be interested in the purchase solely for himself. There was no verification of the figure but it was understood to be in the neighborhood of a quarter-million dollars, under the tentative contract.

Col. O'Brien, who is in his 54th year, resigned from the Army as a Lieutenant Colonel in 1920 after having entered during the World War as a Captain. He was assistant to the Secretary of War and passed on all expenditures of appropriations during his military service. He is a director of several banking and financial institutions in New York and Washington.

WISN, the Milwaukee Hearst outlet, so far as is known, is not definitely in any bidding transac-

Principals in Hearst Station Sales Negotiations

JOSEPH V. CONNOLLY

ELLIOTT ROOSEVELT

EARLE C. ANTHONY

COL. ARTHUR O'BRIEN

tion. The station operates on the 1120 kc. channel with 1,000 watts until local sunset and 250 watts at night. It has also been regarded as a successful station. KYA, the San Francisco outlet, operates on 1230 kc. with 5,000 watts local sunset and 1,000 watts night. With no major network affiliations, it has not been a particularly thriving enterprise.

WINS, New York, operates on the 1180 kc. channel with 1,000 watts as an unlimited time station. KEX, Portland, and KOB, Albuquerque, are the dominant stations on the channel, dividing time, but in the impending reallocation, it is regarded likely the shifts in assignments will result in fulltime operation of both and possibly all three of the stations.

Bidders for WBAL have not been disclosed, although admittedly several offers have been made. Baltimore interests, it is believed, have been in at least preliminary negotiation. WBAL was purchased by Hearst from the Consolidated Gas, Electric Light & Power Co. of Baltimore in 1934 for approximately $465,000 on a deferred payment basis. Offers for the station, it is indicated, have ranged between that figure and a half-million dollars.

Mr. Roosevelt Entered Radio in Southwest

Mr. Roosevelt, second son of the President, in the fall of 1935, first entered radio as vice-president of the Southwest Broadcasting System, then independently owned. Then a youth of 27, he left an executive post with the Aeronautical Chamber of Commerce to accept the new assignment, headquartering in Fort Worth. Stations then in the network were KTAT, Fort Worth; KOMA, KTSA, WACO and KNOW, the latter subsequently having been sold to Hearst.

On Feb. 26, 1936, KTSA and KNOW were purchased by Hearst for $225,000, with Mr. Roosevelt acting as the sales agent. The purchase was from A. P. Barrett, of Fort Worth, principal owner of Southwest. The following month, Mr. Roosevelt became vice-president of Hearst Radio in charge of the Southwestern stations. Under the arrangement, KTSA was purchased for $180,000 and KNOW for $45,000.

A month later it developed that the three remaining stations of the Southwest Group had been sold—two of them to Hearst and the third, KTAT, to Raymond Buck, Fort Worth attorney, for $160,000. KOMA, Oklahoma City, and WACO, were purchased by Hearst Radio for a reported price of $250,000, or an aggregate of $475,000 paid by Hearst for the four stations of the group which, under the new transaction with the businessmen would be sold for approximately $500,000.

Meanwhile, KEHE, Los Angeles, half time station which had been purchased by Hearst, and KELW, another half time station also purchased, became a full time unit as KEHE on April 7, 1937, under authority granted by the FCC to consolidate the stations. It was this station which was sold to the Earle Anthony interests by Mr. Hearst in the new transaction.

The next phase of the Hearst reorganization developed when Mr. Roosevelt was made president of Hearst Radio in charge of its ten stations on Jan. 1, succeeding Mr. Connolly as president, and Emile J. Gough as vice-president and general manager. Mr. Connolly became chairman of the board. Simultaneously, International Radio Sales, as a station representation organization, and International Radio Productions were organized as direct Hearst subsidiaries.

There was a general shake-up of personnel at the time. Murray Grabhorn, then manager of KEHE, was made vice-president of Hearst Radio under Mr. Roosevelt in charge of the sales organization. Albert A. Cormier, under contract as manager of WINS, became vice-president and executive assistant to Mr. Roosevelt.

Mr. Hearst a decade ago began to evince new interest in radio. At that time he said that he had missed a great opportunity in not getting in on the "ground floor". He was quoted as having observed that people were becoming too lazy to read newspapers but that they would listen.

Shift of Network Program to Conform To Daylight Saving Time Is Under Way

ANNUAL confusion attending the shift to daylight saving is now in full swing among network clients and their agencies. The change goes into effect April 24, and the following CBS clients have announced their new schedules:

Ford Motor Co., *Watch the Fun Go By*, shifts stations from the early to the repeat broadcast: KVOR KLZ KOY KSL. General Foods Corp., *Lum & Abner* shift to the late broadcast on stations KRNT WFBM KMBC WHAS KMOX WREC WLAC KRLD KTRH KOMA KTSA KTUL KNOW WCCO KLRA. Lever Bros. Co., *Big Town*, shifts to late broadcast on KLZ KSL CKOV KFJC CBR CHAB CFAC CGQC CKBI CJCA CJOC.

P. Lorillard Co., *Hollywood Screenscoops*, moves these stations from the early to the late broadcast: WBBM KRNT WHAS KMOX WISN WIBW KGKO WDOD KWKH KLRA WREC WLAC WWL KNOW KRLD KTRH KOMA KTSA. Philip Morris Co., *Johnny Presents*, moves to the late show: KRNT WFBM KMOX WISN KFH KRLD KTRH KTSA WOC WCCO KNOW. United States Tobacco Co., *Pick & Pat in Pipe Smoking Time*, moves to the rebroadcast: KRNT WFBM WHAS KMOX WREC WLAC KRLD KOMA KTSA KNOW KWKH KTUL WCCO WNAX WIBW. R. J. Reynolds Co., *Eddie Cantor*, will rebroadcast at 10:30-11 (EDST) to KRNT KMBC WHAS KMOX WEOA WISN WMBD WIBW KFH WAPI WDOD WNOX KLRA WREC WALA WSFA WWL KRLD KTRH KOMA KTSA KNOW KWKH KTUL KDAL KGKO WOC.

Geo. W. Caswell Co., *Party Bureau*, now on the Pacific Coast networks at 5:30-5:45 (EST); Durkee's Famous Foods, *My Secret Ambition*, at 10:30-11 p. m. (EST), and Tillamook County Creamery Assn., *Dairy Maid*, 5:30-5:45 (EST), will all be heard an hour later by New York clocks, maintaining their same periods according to Pacific standard time.

NBC and Mutual clients have not yet announced their changes.

Feenamint Test

HEALTH PRODUCTS Co., Newark (Feenamint), is planning a test series of spot announcements to start the end of March on stations in "all major and secondary markets of California," according to the agency, Wm. Esty & Co. The announcements will be made 2 to 6 times a day, five days a week. The company has also renewed its contract with E. V. Brinckerhoff Recording Studios for three five-minute transcriptions a week, which have been running since December on 12 stations.

Armand Using 17

ARMAND Co., Des Moines (cosmetics) has started three weekly spot announcements—for the most part evening station breaks—on 17 stations with a quarter-hour weekly program *How I Met My Husband*, being continued on WLS, Chicago. Wade Adv. Agency, Chicago, handles the account. Complete station list follows: WLS KFI KFRU KGHL KGO KHQ KLZ KMBC KOA KOIN KOMO KSTP WDAY WHO WKY WOAI WWJ WOW.

Sponsors Fourth Derby

BROWN & WILLIAMSON Tobacco Co., Louisville (Kool and Raleigh cigarettes), for the fourth successive year will sponsor the broadcast of the Kentucky Derby, this year on CBS on May 7. No announcer has been chosen for the event. Agency is BBDO, N. Y.

LEVER BROS. Co., Cambridge, will take *Al Jolson*, for Lifebuoy soap, and Edward G. Robinson's *Big Town* for Rinso off CBS the end of June. Both are expected to return early in the fall.

Independents Drawn Into Disc Strife

Loucks Obtains Promise From AFM Not to Act Before Meeting of the NAB Board of Directors March 21

By BRUCE ROBERTSON

THE independent stations are about to have their turn at negotiating with the American Federation of Musicians. True, they have received no individual demands from the union. But AFM demands on the makers of transcriptions and phonograph records so vitally affect the future development of the nonnetwork stations that they are being drawn into the fray. A new "deadline" of March 25 has been set.

At a meeting in New York March 10, some 25 men, representing practically every transcription company in the country, drafted a letter to be sent to every independent station, pointing out that the union's refusal to allow its members to work for transcription companies who send their products to stations unlicensed by AFM presents a problem that concerns the stations as much if not more than it does the transcribers.

Specifically the letter points out that stations which have signed the IRNA agreement may be furnished with transcriptions without objection from the union, but that all other stations are considered to be on the "unfair" list until they have signed similar union agreements. Which, say the transcription men, puts the problem primarily up to the stations. A similar letter is expected to be sent to broadcasters by the makers of phonograph records, to whom the AFM has presented the same demands as to the transcription firms.

History Repeats

So, history is again repeating itself. Last summer the individual network affiliates were forced to organize to fight against demands presented not to themselves but to the networks on which they depend for much of their program material. Today the non-network stations must rally to meet demands presented to the transcription and phonograph record industries on which they, in turn, depend for many of their programs. But there is one major difference. Last summer an impotent NAB stood idly by while the network stations hurriedly composed an organization to fight their battles. Today, it was pointed out, a reorganized NAB stands firmly behind the independents, who moreover have a committee, appointed at the special NAB convention in New York last fall, which has been preparing against this event.

Chairman of this committee is Lloyd Thomas, WROK; other members are Howard Loeb, WFDF; H. B. McNaughton, WTBO; Gregory Gentling, KROC, and Stanley Schultz, WLAW. The transcribers' letter urges all independent stations to contact this committee immediately and to furnish it with all data needed for presentation to the AFM.

First presentation of the independents' views was made to the AFM March 8 by NAB Special Counsel Philip G. Loucks. Addressing the International Executive Board of the union, now meeting in New York, Mr. Loucks advised against any hasty action on the part of the union and secured a promise that no action would be taken before the meeting of the NAB board of directors on March 21. Meanwhile he said he would try to get the independents' committee together for the formulation of a plan similar to that of IRNA, whereby the independents would be licensed by the AFM on an equitable basis.

This plea was sympathetically received by the union officials, who said they had no desire to work undue hardships on any station. Educational and religious stations are exempt from any demands, they stated, and stations with annual incomes of less than $20,000 will probably also be exempt, as on the 5½% basis applied to IRNA stations the amount would not be large enough to cover the employment of even one staff musician for a year. In fairness to stations which have signed the IRNA agreement, the union said, the wealthier non-network stations should likewise be required to agree to increase employment of staff musicians. The AFM agreed to defer enforcement of their demands on the recording industry until after another meeting with Mr. Loucks, scheduled for March 25.

Boycott Feared

Also present at the March 8 meeting was Mark Woods, NBC vice-president, officially representing NBC's transcription division and speaking for all transcribers. He said that the transcription makers could not accept the union demands in their present form which, he said, would force the transcribers into an illegal secondary boycott. This was denied by Samuel G. Ansell, AFM general counsel, and the union reiterated its stand that its members would not continue to make transcriptions for use by "unfair" stations. Further discussion was deferred for another meeting, to be held following that with Mr. Loucks.

On March 9 the AFM board met with a phonograph record committee, composed of David Mackay, attorney for RCA Mfg. Co.; M. H. Labenstein, attorney for American Record Co.; Milton Diamond, attorney for Decca Records Inc., and Lawrence Morris, vice-president of RCA Mfg. Co. This committee presented the objections of the phonograph record manufacturers to the present form of the AFM license and discussed the changes that would have to be made before it would be acceptable.

While no definite conclusions were reached, it was stated that the atmosphere was more friendly than in previous sessions and that the union men were beginning to understand some of the problems of the recording industry. Another meeting is scheduled for March 15 and the recorders are optimistic about eventually coming to a reasonably satisfactory solution of the problem, although they expect it to take quite a little time.

AFM President Joseph N. Weber said the first transcriptions from stations had been received at AFM headquarters and would be destroyed. This is in accordance with section 12 of the IRNA agreement, which says that stations unable to broadcast sponsored programs at the time of reception may make transcriptions of them for future broadcasts, sending the records to the union after use for the union to check and destroy. Although most network affiliates have signed the IRNA agreement and are complying with its terms, final exchange of the contracts between AFM and the IRNA committee has not occurred and probably will not take place until negotiations between the union and the recorders and independent stations have been completed.

After conversing with Mr. Loucks via long distance telephone March 10, Mr. Thomas, as chairman of the Independents Committee, said he would call his group together in Washington during the week of March 14.

BUY NOW DRIVE SUCCESSFUL

WLW and WSAI Getting Enthusiastic Response; Other Stations Adopting Plan

THE "BUY NOW" campaign inaugurated Feb. 14 by WLW and WSAI, has far exceeded expectations in response, according to James D. Shouse, vice-president of the Crosley Radio Corp. and general manager of the stations. Letters from chambers of commerce, manufacturers, newspapers and radio stations in virtually all parts of the country have been received by station officials since the campaign, designed to stimulate business, began.

Mr. Crosley

"If we can convince the consumer that he alone can loose a barrage of purchasing power by putting that dormant power to work, the battle is won and the repression is routed," said Powel Crosley Jr., president of the corporation. Mr. Crosley used the term repression, explaining that the people as a whole have been repressed, due to lack of confidence. When the campaign began no thought was given to expiration date. Up to now there is little likelihood that the drive will be discontinued for some time, because of the increasing response. Not only have manufacturers, chambers of commerce, businessmen, radio stations and newspapers commended the campaign, but many consumers have written to say they are making purchases that otherwise might have been delayed.

Two-minute dramatizations explaining that by buying now, the consumer will make it possible to provide work for the unemployed, are spotted in many sustaining programs on both WLW and WSAI. Spot announcements and station break flashes also are scheduled daily. Figures used are based on statistics gathered by the United States Department of Commerce. The data is broken down to give the number of working hours necessary in the manufacture of various articles. In conjunction with the "Buy Now" campaign, WSAI broadcast the burning of 40 old automobiles at Cincinnati's waterfront March 9. The ceremony was part of National Used Car Exchange Week, sponsored by Cincinnati Automobile Dealers Association.

WLW and WSAI are supplying several other stations with copies of the spot announcements and dramatizations. A number of newspaper publishers also have requested material.

"While we had hoped for some support to the 'Buy Now' campaign, we are currently pleasantly surprised at the real enthusiasm expressed in the form of letters, coming from chambers of commerce and business concerns," said Mr. Shouse. "We have had a number of inquiries also from other radio stations and newspapers throughout the country."

ASCAP Suit Heard

SUIT brought by ASCAP against the State of Florida, testing the constitutionality of the state's anti-ASCAP law, was heard by the Federal District Court in New Orleans March 3. No definite decision was reached. Proceedings revolved largely about the question of the court's jurisdiction in the case. The suit has been continued until a later date, and at that time the ASCAP attorneys, Schwartz & Frolick of New York, will ask for a temporary injunction on the basis of its precedent in the Nebraska case. Meanwhile no collections are being made in Florida. In April, the Federal District Court in Knoxville, Tenn., will hear arguments on anti-ASCAP legislation in that state. Andrew W. Bennett, former special assistant attorney general, assisted Florida state attorneys in argument of the case.

WALA Joins NBC

WALA, Mobile, Ala., joins the NBC Network as an optional Red or Blue outlet June 1. It operates on 1380 kc. with 1,000 watts local sunset and 500 watts night. W. O. Pape is president and general manager.

NBC is broadcasting a 10-minute news period in Portuguese on its shortwave station W3XAL, bringing the total of daily foreign language newscasts to six.

FLOOD REFUGEES—Were thankful for radio. Clinton (Buddy) Twiss of NBC (left) interviewed a lad on a raft who rescued his pet cat during the flood peak at Venice, Cal. Bob Le Mond and Al Posca (second photo from left), KEHE special events announcer and program director, respectively, described the rescue work near Universal Picture Studios. Jimmy Vandiveer, KFI announcer, interviewed a refugee whose home was demolished near North Hollywood. Right photo shows (l to r) Bob Bradley, Al Packard and Vern Taschner of the CBS Hollywood technical staff, operating the KAAC shortwave transmitter of KNX which enabled them to relay programs along the West Coast during the storm.

Flood Damage Mitigated by Radio's Aid

By DAVID H. GLICKMAN

Broadcasters Turn Over Entire Facilities as All Other Communication Is Shut Off in Disaster Region

IN THE critical hours of Southern California's greatest flood disaster during the first week in March, radio again came to the rescue of a stricken area shut off from all other communication.

So complete and so thorough was this test of service in the throes of a major disaster that unquestionably many lives and millions of dollars in property were saved through the instant response of radio to the emergency.

Because of this vigorous performance radio in Southern California has been showered with the plaudits of not only federal, state, county and city officials, but from a grateful people, victims of the disaster. The service rendered by radio will be everlastingly remembered in Southern California.

Little Warning Given Of Danger to Come

With no thought of cost or lost revenues from sponsors, broadcasters stopped everything and turned over their facilities to the public service. When all other means of communication had failed, stations in San Diego, Los Angeles, Hollywood, Santa Barbara, San Bernardino, Long Beach, and Glendale, as well as other communities of the southern portion of California stayed on the job, day and night, to broadcast warnings.

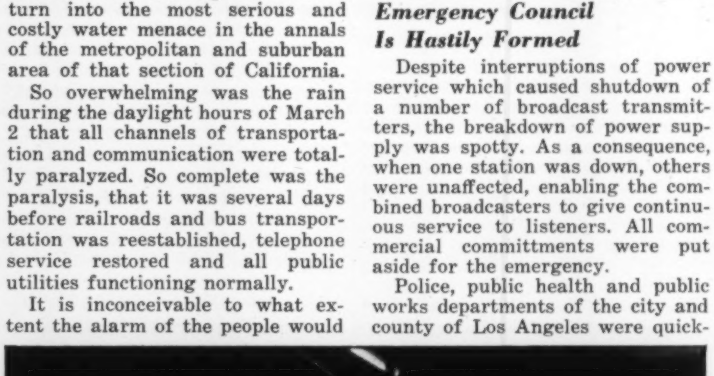
They remained on the air to serve as a clearing house for information and to act as headquarters for the American Red Cross, American Legion, National Guard, Salvation Army, police, relief and other agencies. The three major networks and every station in Southern California went the limit to provide flood warning service, supply listeners with information from inundated areas and fill in the breach where other means of communication had been crippled.

Battling power failures, blocked highways, the wash-out of bridges, and other obstacles, they kept crews on the job day and night. Amateurs cooperated nobly with networks and stations, relaying countless messages and bulletins as well as providing eye-witness information from flooded points.

Little did the populace of Southern California realize on the morning of Wednesday, March 2, that the storm which had not been an unusual one in intensity during the preceding three days was to become a veritable deluge that was to turn into the most serious and costly water menace in the annals of the metropolitan and suburban area of that section of California.

So overwhelming was the rain during the daylight hours of March 2 that all channels of transportation and communication were totally paralyzed. So complete was the paralysis, that it was several days before railroads and bus transportation was reestablished, telephone service restored and all public utilities functioning normally.

It is inconceivable to what extent the alarm of the people would have carried had it not been for the immediate action of broadcasters. Not only were remote pickup terminals of practically all stations employed to warn of flood conditions, but other means of cooperation were employed. Authentic information was being constantly broadcast by public officials of Los Angeles and other communities, which steadied the morale of a near-hysterical citizenry.



REHEARSAL BY CANDLELIGHT — During the Los Angeles power failure March 2. Here is the cast of *Scattergood Baines* which rehearsed by candlelight until 7:45 p. m. when power was restored and KNX flashed the program to the CBS Pacific network. Left to right are Art Van Slyke, actor; Francis Trout, actor; Ray Erlenborn, sound effects man; Jess Pugh, Scattergood Baines, and Joe Kearns, actor.

Emergency Council Is Hastily Formed

Despite interruptions of power service which caused shutdown of a number of broadcast transmitters, the breakdown of power supply was spotty. As a consequence, when one station was down, others were unaffected, enabling the combined broadcasters to give continuous service to listeners. All commercial committments were put aside for the emergency.

Police, public health and public works departments of the city and county of Los Angeles were quickly consolidated under the Major Disaster Emergency Council, which sent qualified inspectors to all points in the path of flood waters and kept headquarters constantly informed. Where new dangers appeared, warnings were broadcast for evacuation. All important information was promptly furnished to radio stations for broadcast.

Largely through radio, the National Guard, motor vehicle forces, Humane Society, social welfare groups, fraternal, and civic relief organizations were mobilized and places of refuge for the homeless established. Field service of broadcasters was comprehensive, both through use of numerous remote outlets which formed a web of pickups over the city and urban centers nearby, and the use of many mobile shortwave and amateur transmitters.

During the early period of the flood, when radio was on its own, extreme care was used to broadcast only truthful information. It presented factual data on the storm itself, explained the extent of the pile-up of waters in various districts when these were excessive and dangerous.

Early March 2 when the Weather Bureau correctly forecast unprecedented rain, KNX, CBS Hollywood station, sent its portable shortwave transmitter KAAC to the Glendale-La Crescenta area, scene of the disastrous flood of 1934-1935. A crew of engineers and announcers, headed by Alden Packard, technician, and Gary Breckner, special events producer, was rushed to the new flood control project in Verdugo Wash, when it was reported threatened and announcement was broadcast that the Los Angeles River was well within its limits. Later, however, the rain became so heavy that roads were washed out, and this news was broadcast with warning to nearby residents and directions for driving through other safe thoroughfares to Pasadena. The assumption was correctly made by CBS officials that this would be the first district to be affected.

By the time the flood reached other sections, local authorities were organized. But the foresight of CBS and its instant action undoubtedly prompted the herculean efforts that were immediately put forth by other broadcasters and municipal government officials and engineers which enabled them to handle all relief activity with creditable efficiency.

Later the same day, when flood conditions forced KNX off the air, L. H. Bowman, CBS Pacific Coast division engineer, again brought the 50-watt shortwave transmitter into play. It was used as relay from the KNX master control room to the transmitter after line facilities had been disrupted. Programs were picked up at the transmitter on a shortwave receiver and rebroadcast.

First Break Occurs In Transcontinental Line

First break in the CBS transcontinental service occurred late Wednesday night, March 2, when the telephone line from Salt Lake City to Los Angeles was washed out. An emergency circuit was installed and network programs rerouted through Reno to San Francisco from Salt Lake City and broadcast to the West Coast, this service continuing through the storm period. With power off for several hours Mr. Bowman rigged up emergency battery operated equipment and relayed sponsored programs to the network from Hollywood, the cast reading their lines by candlelight.

The following day KAAC shortwaved a factual news program to the CBS network on conditions in and around Los Angeles. Pete Pringle, KNX news editor; Dick Joy, announcer, and Mayor Frank Shaw of Los Angeles, gave the reports on conditions in the stricken areas. This was followed a few hours later by a KFI, Los Angeles, broadcast relayed through its mobile unit, KAXA, from Venice, and sent nationwide over NBC.

Although the KNX transmitter, located at Sherman Oaks, near Van Nuys, Cal., was entirely surrounded by water, it was not damaged. Leo Shepard, supervisor in charge, and Herbert Pangborn, technician, were marooned for 36 hours.

The first disaster news to be released transcontinentally was by NBC on its Red network March 2, 10:15-10:30 p. m. (PST), with Clinton (Buddy) Twiss, special events announcer, giving a word picture of havoc wrought by the storm.

Shortly after midnight the NBC line went dead. From a boat in the heart of the Venice business district, Twiss and Jimmy Vandiveer, KFI-KECA, Los Angeles, special events supervisor, on March 3, broadcast a description of the plight that had befallen that beach city.

Using a "beer mug" microphone their broadcast was picked up by mobile unit KAXA and relayed to W6DOB, amateur shortwave station operated by Lloyd Jones, KFI-KECA technician. It was sent by wire to KFI studios in downtown Los Angeles and relayed to the RCA shortwave station at Point Reyes, in Northern California, and carried by telephone line from there to KPO, San Francisco, for national release on NBC.

NBC programs from the East were not received in Los Angeles until March 4 when lines were restored to service, although many of the programs emanating from Hollywood were broadcast through KFI and picked up for relay through the RCA Point Reyes station. A. H. Saxton, western division chief engineer, unable to contact New York or San Francisco through the usual channels, handled traffic business entirely through amateur shortwave operators. All the flood programs were scheduled via this "dog sled" relay and NBC press department relayed its first story of flood operations to New York in this manner.

"The only net affected during the height of the storm Wednesday was the Blue which went out for two hours in the afternoon and then again in the evening to remain mute until Friday," Mr. Saxton said. "The Red network functioned until well after midnight Wednesday, and muted for more than 24 hours until Friday."

John Swallow, NBC western division program manager; Hal Bock, publicity director; Bill Andrews, night studio manager; Joe Parker, studio announcer and writer, and the entire personnel of the network's studios remained on the job for 48 hours doing yeoman service, rerouting programs over KFI, its Los Angeles affiliate, and appeasing worried persons. R. C. Brooke, engineer, was placed in charge of all outside pickups for special broadcasts; L. D. Culley was in charge of controls, and F. M. Figgins, maintenance engineer, remained on constant duty at the NBC studios for any emergency.

Lost and Found Bureau Set Up By KFOX

Hal Nichols, owner and manager of KFOX, Long Beach, Cal., offered full cooperation of his station. Besides following the regular procedure of sending directions and announcements for the various departments of city government, the station conducted a lost and found department for missing persons and animals, and assisted relief organizations.

Every announcement made was carefully verified in advance by Foster Rucker, staff announcer, through shortwave mobile unit KIFO, manned by Technician Lawrence Weston. Frank Goss, special events director, and Announcers

(*Continued on Page 62*)

San Francisco Facilities Are Utilized by Networks for Nationwide Programs

By J. CLARENCE MYERS

DESPITE the fact that Northern California suffered no ill effects from the flood that ravaged the southern part of the State early this month, it had unprecedented broadcasting problems and played a major part in the transmission of dozens of important Hollywood broadcasts to the rest of the nation.

Both NBC and CBS, through their respective Hollywood stations, KFI and KNX, relayed their coast-to-coast shows to the RCA's West Coast receiving station at Point Reyes, just north of San Francisco. The broadcasts were then fed by telephone wire from Point Reyes to the NBC station KPO and the CBS station KSFO and then to their respective nationwide networks.

On Thursday night, March 3, a particularly heavy night for Hollywood releases to the nation, NBC brought all programs to the entire network on schedule. These included the Rudy Vallee *Royal Gelatin Hour;* the Maxwell House *Good News* program, *Kraft Music Hall* and others.

Relayed to Albuquerque

The *Amos & Andy* broadcast, heard at 8 p. m. PST originated at Palm Springs, Cal. It was carried by special wire from there to Albuquerque, N. M., from whence it was sent to the network. NBC in San Francisco had arranged for standby programs to take the air from New York, in case of failure of the service from the RCA station at Point Reyes. Similarly KSFO acted as the western key station for CBS. The programs had to be sent from KNX's studios to its transmitter by short wave, thence to the Point Reyes receiving station and relayed to KSFO.

KSFO artists, announcers and technicians stood by at the San Francisco studios in case the emergency pickup failed. KSFO's contact with KNX was maintained through D. Reginald Tibbetts, member of the American Radio Relay League, who owns and operates W6ITH in Berkeley. Messages from KSFO were handled by Tibbetts, relayed to W6JSX, owned by Cecil F. Dickson of Los Angeles and telephoned to KNX. Such communications, although hastily set up, enabled KSFO to deliver many broadcasts from the flood areas to the nation, as well as programs from Hollywood.

Hollywood service to the California Radio System—statewide network of seven stations—was off for nearly 48 hours because of the telephone cable breaks. KYA in San Francisco and the McClatchy owned stations of KFBK, Sacramento; KWG, Stockton; KMJ, Fresno, and KERN, Bakersfield, had to fill with local programs.

The public and radio fraternity alike has acclaimed scores of "hams" in the San Francisco Bay region and the stricken flood territories in southern California, as heroes. These operators of privately owned shortwave transmitters were the only mediums of communication between the two California sister cities. Many of them stood at their posts through long hours of vigilance, getting little sleep.

San Francisco "hams" played a major role in transmitting Red Cross, press and other vital communications.

RADIO ON THE JOB— When flood rains and high winds struck California, Jay Tapp, (left), chief engineer of KGER, Long Beach, broadcast a description of the damage done along the ocean front near Long Beach. Warning motorists of washouts near Los Feliz Bridge, Los Angeles (center photo), Carlyle Stevens, announcer of KNX, (left) and Gary Breckner, CBS special events announcer, gave real public service.

Remote facilities of KHJ (right) were set up in Los Angeles County sheriff's office for instructions to field forces. Left to right are Dr. Benjamin Blank; Sheriff Biscailuz (at mike); county supervisor John A. Ford; Dick Conner, KHJ city hall reporter (sitting); Dr. J. L. Pomeroy (standing in rear), health officer, and Capt. Harry Ostroff. All civic authorities agreed that radio saved many lives.

Uniform System of Accounts Is Considered by the FCC

Tentative Plan Prepared by Accounting Staff; Opportunity for Hearing Would Be Given

CONSIDERATION of a uniform system of accounts for broadcast station licensees has been started by the FCC following submisssion March 9 of a tentative draft by its accounting department.

Proposed by Chairman Frank R. McNinch, the system would require uniform methods of accounting on prescribed FCC forms by all broadcast stations. The desire, according to Chairman McNinch, is to have dependable and comparable financial data from all station licensees. He added that all stations would be given an opportunity to criticize the proposed system before any final order is issued.

Lack of Uniformity

Heretofore stations have been required to submit data in connection with their license renewals covering their average monthly income during the preceding six-month license period, together with their average monthly expenditures. In that fashion, the Commission has been able to procure an average net profit or loss figure. However, different methods of bookkeeping are employed and the Commission feels that the data is not sufficiently comparable to permit it to analyze fiscal conditions in the industry.

Some misgivings have been expressed over introduction of such a system, which the FCC is said to have full authority to require. In some quarters it is felt the movement is toward regulation of rates or regulation of profits, but there is a difference of opinion as to whether the FCC has such authority. Moreover, the view is expressed that any requirements under which all stations alike would be obliged to install elaborate bookkeeping and accounting systems might work a serious hardship, notably on smaller units.

For several years a uniform system of cost accounting for the industry has been advocated in resolutions proposed within the NAB. It is entirely likely that the broadcasters, through the NAB, may suggest to the Commision that a uniform system be adopted voluntarily by stations rather than by official mandate. In that fashion, it is felt, the same result could be procured without federal regulation.

A committee of broadcasters will be selected by the NAB to confer with the FCC regarding the proposed accounting formula. Decision to appoint such a group was reached by the NAB Executive Committee at its meeting in Louisville March 5.

The FCC rough draft was prepared under the direction of H. M. Long, FCC assistant chief accountant in charge of uniform cost accounting. In order to meet the FCC deadline of March 9 on presentation of the draft, a staff of seven accountants was detailed the task under Mr. Long. On March 7, the staff worked all night to put the finishing touches on the draft prior to submission to the Commission.

Mr. Long directed the preparation of the uniform system of cost accounting for both telephone and telegraph carriers subject to FCC jurisdiction. He is a former Interstate Commerce Commission accountant.

If the procedure followed in the telephone system is pursued, a conference of broadcasters will be called to consider the proposed system. This, however, apparently would not develop until after the full Commission has had an opportunity to approve the tentative draft. Under FCC regulations the order requiring any uniform accounting system could not become effective until six months following actual promulgation.

Beverage News

GRIESEDICK-Western Brewing Co., St. Louis (Stag beer) on April 4 starts news broadcasts on eight stations, WKY KWOS KLRA KTHS KTUL KGBX KWK WCBS, using either five-minute or quarter-hour periods as often as 38 and 14 times a week, respectively. Account was placed by Gene Fromherz, spot radio director of J. Walter Thompson Co., Chicago.

Nu-Enamel Spot

NU-ENAMEL Corp., Cleveland (paint), has appointed Neff-Rogow, New York, to direct its eastern radio advertising. The company started participating sponsorship on the *Martha Deane* program on WOR, Newark, March 7.

KOY Catches Crook

DESCRIPTION of a hitch-hiking murderer from California was broadcast recently on KOY, Phoenix, during its *Highway Safety Patrol* program and four hours later the culprit was in jail. Members of the Arizona highway patrol were listening in and nabbed the criminal. Program is sponsored by Arizona Oil Co.

Carolina Group

A SEVEN-STATION "Carolina Network" was formed March 1 to permit South Carolina Senior Senator Allison D. (Cotton Ed.) Smith to give Carolina farmers a first-hand radio report on the new $440,000,000 agricultural bill. In the network were WIS, Columbia, key; WCSC, Charleston; WFBC, Greenville; WSPA, Spartanburg; WAIM, Anderson; WOLS, Florence, and WBT in Charlotte, N. C. G. Richard Shafto, WIS general manager, arranged the broadcast.

Griffin on CBS

GRIFFIN MFG Co., Brooklyn (All-Wite shoe cleaner), has bought the Tuesday 10-10:30 p. m. spot on CBS, starting April 19. While the program is not set, it will probably consist of Hal Kemp's music. Agency is Bermingham, Castleman & Pierce, New York.

FTC Stipulations

THE Federal Trade Commission has announced stipulations in the following cases: F. W. Fitch Co., Des Moines, agrees to modify claims for its dandruff removers; Lehn & Fink Products Corp., Bloomfield, N. J., agrees to cease certain claims for its Tussy line of cosmetics.

FACSIMILE INTRODUCED—WSM, Nashville, officially introduced its Finch facsimile equipment to Governor Browning of Tennessee and other state officials by transmitting a letter from Harry Stone, general manager, to the Governor. In a ceremony in the Governor's office Feb. 28, the letter was transmitted from WSM studios. In the photograph, left-to-right, are Jack DeWitt, chief engineer; Dave Manker, secretary to the Governor; Mr. Stone, Governor Browning.

Chicago U. Plans Education Crusade

Hutchins and Benton Forming Radio Education Program

UNIVERSITY of Chicago, originator of the eight-year-old *Round Table* program, is arranging a crusade in the interest of better educational broadcasting.

Mr. Benton

Under leadership of its 38-year-old president, Robert M. Hutchins, champion of new ideas and techniques in education, and William Benton, formerly of the Benton & Bowles Inc., who was appointed vice-president of the U. of C. last October, the school is embarking on a campaign of innovation and sponsorship of national network educational programs which will combine the best features of good broadcasting and good education.

The General Scheme

Mr. Benton told BROADCASTING that general plans are as follows: (1) Creation of a U. of C. radio education directorship, headed by a full-time, salaried chief with assistants. Function of the group will be to organize and supervise all radio activities of the institution. (2) Improvement of the U. of C. *Round Table* program by paying participants, using regular announcers, giving the program its first deliberate publicity, etc. (3) Development of several new programs, of similar quality as the *Round Table*, for network airing. (4) Initiating cooperation between educational institutions on the one hand and stations and networks on the other, with the U. of C. itself leading the way by example. (5) Installing new facilities and equipment at the campus studios.

Part of the new plan has already been put into effect. A recent $40,000 donation to the U. of C. by Alfred P. Sloan has been turned over entirely by university authorities to finance the campaign. Charles (Chuck) Newton of J. Stirling Getchell, New York, has been appointed radio director to handle all broadcasting activities and relations of the school. He has already resigned from his post as copy chief of the New York agency and will assume his new duties in Chicago early next month. Services of free lance talent and writers in commercial radio are being solicited on a paid basis.

Mr. Benton deplored the lack of interest and effort on the part of leading educators in radio education. He pointed out that institutions such as Harvard, Columbia and Chicago, hiring the best brains of the land, have yet to recognize their duties to the American people. He said the networks and radio industry generally are not to be blamed so much as educators themselves, who, he said, have shown an interest in radio, for the most part, only when it meant publicity. The industry, he said, is more conscious of the problem than educators themselves.

PRESIDENT FAVORS RADIO TAX SURVEY

A "THOROUGH study" of the tax situation in connection with broadcast stations was suggested by President Roosevelt to FCC Chairman Frank R. McNinch during a one-hour conference on March 10. At the same session, the President heard from the Chairman a report on the progress of the Interdepartmental Committee on Broadcasting, appointed last month to inquire into the subject of broadcasts from this country to foreign nations.

Following the conference, Chairman McNinch said many subjects were discussed but no definite conclusions were reached. He said he favored a thorough study of the tax situation before any steps are taken and that the President concurred in this view.

On international broadcasting, he asserted that since the President had appointed the Committee he felt he should be kept informed of its work.

A proposal to tax broadcasters 10% of gross receipts upon holders of broadcast licenses was made in the House March 10 by Rep. McFarlane (D-Tex.), while the general tax bill was up for consideration. Rep. Thompson (D-Ill.), tax committee chairman, opposed it, declaring it invaded a field that should be thoroughly studied. The proposed amendment was overwhelmingly rejected 60 to 30. (See stories on pages 19 and 34.)

Many Prizes to Be Given In Two P & G Contests

PROCTER & GAMBLE Co., Cincinnati, will start two new contests for Crisco and Camay. The Crisco contest, to be promoted on *Vic & Sade*, on NBC-Red network, *Kitty Keene* on transcriptions in Canada and Hawaii, and *House-Boat Hannah* on WOR, Newark, starts March 21. First prize of $1,000 and 200 other prizes will be given weekly for the best endings for the sentence, "Crisco is my favorite shortening because . . . ," accompanied by a Crisco wrapper. Agency is Compton Adv. Inc., New York. The Camay series, through Pedlar & Ryan, will be 30 daily contests from March 28 to May 6, for endings of the sentence "I believe Camay is best for my complexion because . . ." Daily prizes of $1,000 and 40 Emerson radios will be given. The contest will be announced on *Pepper Young's Family* on the NBC-Blue network.

P & G on May 30 will move its five CBS programs into the 1-2 p. m. spot. *Kitty Keene*, for Dreft, is heard only in the West and *The Goldbergs*, for Oxydol, is in the East, so these two will probably occupy the same quarter-hour period. The other programs are *The O'Neills*, for Ivory soap, *Ma Perkins*, for White Naphtha soap, and *Road of Life*, for Chipso. General Mills' *Gold Medal Hour*, now on CBS at 1-2 p. m., on May 30 moves to NBC, to be heard at 2-3 p. m. Number of stations to be used has not been announced in either case.

NEGOTIATIONS between Warner Bros. and Associated Music Publishers for transfer of Wired Radio and other AMP holdings to Warner Bros. have been completed and contracts will be signed within the week, according to Warner's New York office.

Used Car Advertising Drive Clearing Heavy Dealer Stocks

RETURNS from automobile dealers in all parts of the country indicated March 10 that the March 5-12 drive to break the jam of used cars would be successful. A heavy share of the promotion campaign has been carried by radio, with over 400 stations carrying spots as a result of the auto industry's special $2,250,000 advertising fund.

On the average, dealers in a majority of cities had reached about 50% of their sales quota by March 9 it was indicated by the Automobile Manufacturers Association, which cooperated with the independent Ford Motor Co. in financing the drive.

Would Speed Production

These encouraging reports from dealers led to the prediction that the campaign might even exceed quotas in many regions. If quotas are generally attained, manufacturers expect to resume large-scale manufacture of automobiles after a long slack period caused by the burdensome dealer stocks of used cars.

Some 50 advertising agencies have been participating in National Used Car Exchange Week and have placed time for national manufacturers as well as countless local dealer groups and individual dealers. Broadcasters have been cooperating by throwing their program and promotional facilities behind the drive.

Among effective stunts has been the burning of thousands of used cars, with stations including the bonfires in their program schedules. Parades, display and other forms of promotion have been employed on an elaborate scale.

Before the drive got under way some 400 stations had been placed on the radio schedule which called for upwards of 18 announcements of 100 words each. This list was increased as local dealers used generous shares of their advertising appropriations on the drive.

Money for used car week was raised nationally by assessing dealers on the basis of their proportional sales in 1937. Almost unpredented was the participation of every manufacturer in an automotive project.

Lenten Fish Series

TIMED to start right after the beginning of Lent, the Canned Salmon Industry, Seattle, launched a wide-scope advertising campaign on March 4, with the celebration of National Canned Salmon Week. The campaign continued until March 12. Radio, newspapers, billboards, color and black and white copy in magazines and full-color space in the American Weekly were used in what was termed by the Association the largest campaign ever launched to sell a canned fish item. In addition a full line of store display material was offered to grocers. Radio stations in 35 cities carried spot announcements and participations in home-economics programs. The agency is J. Walter Thompson, San Francisco and Seattle.

Texaco Eyes Discs

TEXACO Co., New York, whose CBS show with Eddie Cantor goes off the air March 23, is making plans for a summer transcription show to be placed locally by dealers. It has not yet been decided whether the dealers will be asked to buy their own time or whether the company will cooperate. The program, which has not been chosen, will go on the air in June. Agency is Buchanan & Co., New York.

Fenn Candy Series

FENN Bros., Sioux Falls, S. D. (Walnut Crush candy), will start news broadcasts on three stations, using quarter-hour morning programs and five-minute noon programs six times weekly on KGLO, Mason City, Ia., while other programs will shortly be started on stations in Duluth and either in Rochester, Minn., or Rockford, Ill. BBDO, Minneapolis, handles the account.

KREUGER BREWING Co., Newark, on or about March 18 starts three weekly sport reviews with Clem McCarthy on WJZ, New York, Fri., Sat. and Mon., 7-7:15 p. m. Young & Rubicam, New York, is agency.

Test Ballot in Canada Shows Heavy Opposition To Commission System

IN A STRAW vote of Southern Ontario, the most populated area in Canada, conducted by the Danforth (Toronto) Business Men's Association, 23,157 listeners voted against the CBC as against 898 for it, in answer to the question "Are you in favor of a federal broadcasting commission."

The vote was prompted by the recent increase in the annual radio license fee from $2 to $2.50, and from one license for all sets in a house, to one license for each set. The Association prepared a 22-page survey as a result of the vote. Here are the questions and polling results:

"Do you approve of licensing radio?" Yes, 1,472. No, 21,892.

"Do you approve increased cost?" Yes, 38. No, 23,954.

"Are you in favor of a federal broadcasting commission?" Yes, 898. No, 23,157.

More than 1,200 letters offering suggestions and criticism of the CBC came in with the nearly 25,000 ballots, postmarked from 581 postal stations. The letters are understood to have been forwarded to J. Earl Lawson, conservative member of Parliament at Ottawa and member of the Parliamentary Committee on radio, who has been an opponent of the present radio setup in Canada.

General Mills Serial

GENERAL MILLS Inc., Minneapolis, has commissioned Sandra Michael, who wrote *Valiant Lady* which replaced *Hollywood in Person* March 7 on the CBS *Gold Medal Hour*, to author another radio serial. Ed Smith, radio director of General Mills has appointed Lou Jacobson, WGN production director, to handle the direction of *Valiant Lady* which stars Joan Blaine and Francis X. Bushman.

Yardstick Unlikely For Station Sales

FCC Sessions Fail to Yield Rigid Formula for Prices

ANY IDEA of fixing a rigid formula to govern the sales price of broadcast stations may be abandoned by the FCC, following several conference discussions of the subject. Efforts to establish a yardstick have proved fruitless, and there is an even chance, it is thought, the FCC will decide it cannot make any hard and fast ruling and must consider each case on its own merits. A meeting on the subject was held March 8.

In recent arguments before the FCC on station sales the predominant view has been that it does not have jurisdiction to block station transfers simply on the price factor. Confusion has developed over allegations of "trafficking" in station licenses which is regarded as a misnomer and which has been applied to all station sales.

The Three Theories

One school of thought on the Commission has fostered the theory that stations could not be disposed of at a price greatly in excess of the actual tangible value of equipment and investment in studios and other appurtenances. Another has been inclined to favor actual value of tangible equipment plus a "going concern" factor which would be calculated on the basis of annual net profits of stations. The third is that each case should be considered on its own merits and that no rule of thumb can be adopted, on the ground that broadcasting is a business that should not be hemmed in by economic limitations which might discourage stability and as a result be reflected in deterioration of service.

A number of cases involving transfers now are pending. Presumably the Commission will write precedent which it might follow in future transfer cases in each of these proceedings. If a definite formula is decided upon, it is indicated that it will be flexible rather than rigid.

Philip Morris Quiz

PHILIP MORRIS Co., New York, on or shortly after March 25 will start a new weekly network show in addition to the two now running on CBS and NBC-Red. The new half-hour program, entitled *What's My Name?* will be a radio version of 20 questions, parlor game, with audience participation and prizes to winners. The listening audience will be asked to suggest names and questions. The usual "On the Trail" theme and "Call for Philip Morris" will be used, with orchestra conducted by Ray Block. It has not yet been decided whether NBC-Blue or Mutual will carry the program, which will run on a 13-week test basis. Agency is the Biow Co., New York.

Popeye for Popsicles

JOE LOWE Corp., New York (Popsicles), on May 2 will start a CBS show Mondays, Wednesdays and Fridays at 6:15-6:30 p. m. The program will probably be *Poyeye, the Sailor.* Agency is Blackett - Sample- Hummert, New York.

Quality Featured Instead of Price In Merchandising

Intimate Consumer Approach Features Modern Programs

THE depression, responsible for so many changes in consumer habits, has likewise presented to radio a problem in merchandising. The growth of consumer leagues, cooperatives and other similar groups has been due to the public's consciousness of price as the determining factor in merchandising.

Miss Ives

To overcome this emphasis on price alone and to create a favorable psychological attitude towards quality as well, radio has begun concentrating on building programs with a consumer angle. There seems to be a growing recognition among advertisers as well as broadcasters that an intimate consumer approach is necessary.

Among the programs that have successfully merchandised products in this way is Anice Ives' *Everywoman's Hour* on WMCA, New York, Mondays through Fridays, 11:15-11:45 a. m. Directed at a woman's audience, the program has marketed products ranging from wines and thermometers to shoes and bird food.

All Types of Sponsors

Indicative of the types of products which may be merchandised through a "consumer approach" are the sponsors heard on this program. These include the Oregon-Washington-California Pear Bureau, Ansonia Shoes, Weston Thermometers, Caruso Capsules, Bisgelia and Paradise Wines, Conformal Shoes, Conti Castile Soap, Grace Donohue Complexion Aids, Edco Fragranceer. Wipe-On, Flemolyn, Lane Bryant Clothes, Manhattan Storage - Warehouse, Nature Friend, Paper Novelty Products, Stagg Laundry, Horvita Creams, Hecker Products.

The product of the advertiser is worked into the copy theme of the broadcast. Thus, in merchandising wines, stress is laid upon their many uses, such as in sauces and as tonics as well as listing the various foods with which such wine is appropriate. In addition to using "subtle" copy, guests are frequently presented who discuss merchandising from the consumers' point of view. A recent guest was Mrs. Christine Frederick, household editor of *American Weekly* and *Fawcett Publications*. In addition, a tie-up with the Women's Advertising Club of New York furnishes a weekly guest who is an expert in some merchandising angle which she explains to the housewife listener. In discussions of this nature, frank expressions of price and quality are given.

While the program has only recently been concentrating heavily on consumer angles, it has, since its inception in Philadelphia some seven years ago, attempted to "personalize" the business of selling by radio. In this connection, Miss Ives also originated the first social club of the air in 1931 when she substituted for a home economist on a program of recipes. Those were depression days and it seemed to her that "people wanted food for thought as well as the stomach." They needed cheering up and a more personal interest in their problems, she said. Thus out of a group of 250 club members grew an aggregation of auxiliaries estimated today to number more than 35,000 members, all of whom are registered with Miss Ives through membership cards.

In 1937, WMCA brought Miss Ives to New York, where she has continued her program ideas through the *Anice Ives' Everywoman's Hour.*

Gruen Selects List

GRUEN WATCH Co., Cincinnati, is now making transcriptions through Transamerican, Los Angeles, for Warner Bros. show to be placed on about 20 stations. Starting date will be either March 27 or April 3. The program will be dramatized stories from the film company's library, to run a half-hour in evening time. Stations now set are WMCA, WBZ, WGAR, WMAQ, WHAM, WCAO, WCAU, WJAS, WXYZ, WLW, KRNT, KWK, and 6 stations of the California Radio System. Agency is McCann-Erickson, New York.

New Educational Series Is Started In New York

WNYC, New York, in cooperation with the Board of Education, on March 2 broadcast the first of a series of quarter-hour programs to be heard at 11 a. m. on every school day until the end of June. All local high schools and most of the city's elementary schools are equipped with radios.

The scripts are prepared by teachers with occasional assistance from pupils and are supervised by the Principals' Association. School children themselves will appear on the broadcasts, which originate at Brooklyn Technical High School. Howard E. Shaw, the Board of Education's coordinator of radio programs, is in charge of the project.

Kellogg in Dominion

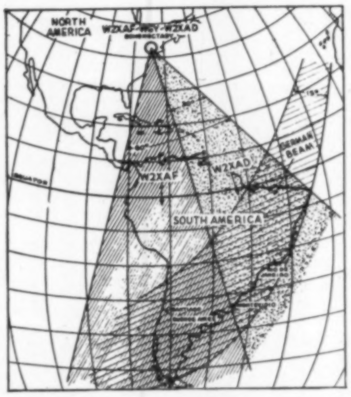
KELLOGG Co. of Canada, London, Ont. (cereals), is running its first Canadian transcription campaign in Canada, sponsoring the *Howie Wing* aviation series, to run through 1938 on CHNS, Halifax; CHSJ, St. John; CFCF, Montreal; CBO, Ottawa; CFRB, Toronto; CFCO, Chatham; CJRC, Winnipeg; CJRM, Regina; CFCN, Calgary, and CJOR, Vancouver. N. W. Ayer & Son of Canada Ltd., Toronto, handled the account.

State Buys Fete Time

PENNSYLVANIA Publicity Commission, Harrisburg, broadcasts two programs in connection with the state's 300th anniversary, March 14 on 25 CBS stations and March 29 on 18 CBS stations. Agency is Walker & Downing, Pittsburgh.

Audience Promotion

DOUGLAS CONNAH, formerly director of radio publicity for BBDO, New York, and previously with the CBS publicity department, has written a book on radio promotion, *How to Build the Radio Audience,* which will be published next month by Harper & Bros.



TO THE SOUTH—The new shortwave beams of General Electric Co.'s W2XAD and W2XAF cover South America in this manner. Broadcasts, heard 7:30 to 11 nightly, are on 9550 and 9530 kc. In opening the improved service March 4, Chairman Frank R. McNinch, of the FCC, voiced the hope that cooperation of the American nations in broadcasting will bring further advances in the interchange of culture.

CBS Shortwave Series

CBS on March 7 inaugurated a new time and frequency schedule for its international shortwave station W2XE. The schedule is: Daily, 7:30-10 a. m., 21520 kc., European antenna; 1-6 p. m., 15270 kc, European antenna; 6:30-11 p. m., 11830 kc., South American antenna; 11 p. m.-12 m., 6120 kc, South American antenna; Saturdays and Sundays, 8 a. m.-1 p. m., 21520 kc. European antenna; 2:30-6 p. m., 15270 kc, European antenna; 6:30-11 p. m., 11830 kc, South American antenna; 11 p. m.-12 m., 6120 kc, South American antenna. All time is EST.

W2XE, also has undertaken a series of directional transmissions to Egypt to determine the feasibility of relaying network programs over Egyptian facilities. E. K. Cohan, CBS engineer and director, attending the International Telecommunications Conference in Cairo, arranged the tests.

Chicago Agency Shifts

RICHARD GARNER, formerly of H. W. Kastor & Sons Adv. Co., has been named head of the Chicago office of Joseph Hershey McGillvra. Clarke Browne has been promoted to director of market research of H. W. Kastor & Sons, to succeed C. C. Chappelle, vice-president of the agency recently named vice-president of the American Marketing Assn. W. R. Watson, formerly of WLS, has joined the sales staff of H. W. Kastor & Sons as assistant to Henry Kastor Kahn, account executive.

Mail Order Bees

CHICAGO MAIL ORDER Co., Chicago (mail order) has placed its account with Schwimmer & Scott, Chicago. Half-hour spelling bee on WBBM, Chicago, Sunday afternoons may be extended to other stations according to Walter Schwimmer, account executive. The sponsor has not had a program on the air in Chicago since 1929. Prizes are awarded contestants.

Four Applicants Denied Stations

Lack of Need for Service Is Basis of Ohio Refusals

IN A sheaf of dissenting opinions, the FCC March 9 denied four applications for new stations. It rendered no favorable decisions in the group.

Applications of WRBC Inc. for a new regional on 880 kc. with 1,000 watts unlimited time in Cleveland, and of Valley Broadcasting Co. for a new 1,000 watt regional on 1350 kc. unlimited time in Youngstown, were denied on the practically identical grounds that no need was shown for additional broadcast service.

The Commission found that the officers and directors of the two companies were identical. Moreover, in the Youngstown case it concluded that with the exception of one stockholder, no officer, director or stockholder was a resident of Youngstown and that the applicants were not familiar with the program needs of the area.

Houston Plea Denied

An application of Dr. William States Jacobs, Presbyterian minister, for a new 1,000-watt station unlimited time on 1220 kc in Houston was denied on the ground that Houston now has three regional stations and therefore is provided with adequate service. It found, too, that interference from other stations would result, limiting the service of the proposed station.

An application of Earl Yates for a new station on 930 kc. with 500 watts daytime in Las Cruces, N. M., was denied on the novel ground that the community was so small it probably could not support such an outlet. Finding the applicant financially able, the Commission said the proposed station's continued operation with satisfactory program service "will be dependent upon income derived from the sale of time for advertising purposes." It added there was no competent evidence "which indicates what amount of commercial support may be expected, and the size and character of the community is not such as will warrant a presumption of an income sufficient to insure success as a commercial venture."

In denying the application of KDON, Del Monte, Cal., for a change in frequency from 1210 kc. with 100 watts to 1400 kc. with 250 watts night and 1,000 watts day, the Commission found the proposed operation would cause objectionable interference to and curtail the effective service area of an existing station on the same frequency. It held that the need for a regional service as proposed would not warrant a grant of the application under those circumstances.

Vigoro on Two

SWIFT & Co., Chicago (Vigoro fertilizer), on Feb. 28 started a 30-day campaign on KFWB, Hollywood, using *Major Bateson, Gardener of the Air*, on Mondays, Wednesdays and Fridays. On March another 30-day campaign was started on KMA, Shenandoah, six one-minute spot announcements a week being used until April 9. J. Walter Thompson Co., Chicago, is agency.

Station Aimed at Pan America Is Favored as Trade Weapon

Senator Chavez Believes San Diego Shortwave Unit Would Cement Relations With Latins

CONFIDENCE that Congress would enact his bill to create a government shortwave broadcasting station in San Diego to use the so-called "Pan American frequencies" was expressed by Senator Chavez (D-N.M.) in an address over the NBC-Blue Network March 3 from Washington. He predicted such a station would solidify the Americas and offset propaganda broadcasts from the "dictator" countries of Europe. His bill, which he introduced jointly with Senator McAdoo (D-Cal.), is now pending before the Interstate Commerce Committee. Hearings have not yet been set.

In addition to this committee's consideration, the Interdepartmental Committe to Study International Broadcasting, created last month by President Roosevelt and of which FCC Chairman McNinch is chairman, also has announced its intention of considering the desirability of establishing such a station.

The Committee comprises, in addition to Mr. McNinch, the following: Attorney General Homer S. Cummings; Harvey B. Otterman, and George H. Butler, Treaty Division, State Department; Roy North, Deputy Third Assistant Postmaster General; E. K. Burlew, Administrative Assistant to Secretary of the Interior Ickes; Dr. John W. Studebaker, U. S. Commissioner of Education; Leslie A. Wheeler, Chief, Division of Foreign Agriculture Service, Department of Agriculture and E. N. Bressman, Special Advisor to Secretary of Agriculture Wallace; Dr. Alexander V. Dye, Director, Bureau of Foreign and Domestic Commerce, Department of Commerce, and Warren Lee Pierson, President of the Export Import Bank.

Common Interests

Together with Senator McAdoo (D-Cal.), Senator Chavez introduced the bill (S-3342) last month for the erection of the station, which would be known as the U. S. Pan American Broadcasting Station. "Under the direction of Secretary of State, shortwave broadcasts are to be made to South America for the purpose of strengthening our cultural, political and commercial ties with these people," he said. "In broadcasting to South America, European countries stress their common Latin culture and ideology. We are in a position to overcome their efforts on the same basis."

Through the proposed station, Senator Chavez declared this country can show that all of the Republics of the Western Hemisphere have many points of common interest. "Geographically, we are one people. Culturally and politically, we can become one people. By our several efforts we can work toward mutual peace and progress."

In his address the Senator stressed the inroads of Italian and German business into the South American market. He added this country could not afford to take a back seat in the American scene and that what Rome and Berlin can do "we can do better."

In announcing formation of the Interdepartmental Committee on Feb. 26, FCC Chairman McNinch said it would study and report to the President on international broadcasting problems. The Committee held its first meeting Feb. 25 and another on Feb. 28. Mr. McNinch asserted it expects to consider methods of cooperation between the Pan American nations in using the Pan American frequencies temporarily allocated on Feb. 1 to World-Wide Broadcasting Corp. and General Electric, as well as in using other frequencies which may be available.

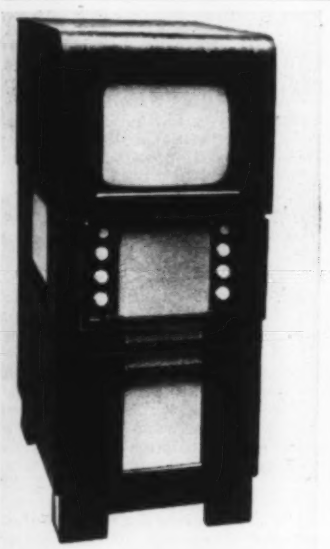
While no statement was forthcoming from the FCC or from other official sources, some misgivings were expressed about the Committee within the broadcasting industry, particularly in the light of the disclosure [BROADCASTING, March 1] of the movement fostered with the New Deal to establish a group of superpower stations operated by the government on regular broadcast channels. This revelation, made exclusively by BROADCASTING, was not denied in any quarter. It appeared, however, that the proposal has not gained any ground.

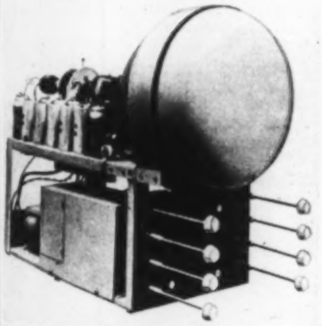
That the Interdepartmental Committee will discuss this matter appeared probable since the Interior, Treasury and Agriculture Departments are represented on it and since the proposal is understood to have originated with Secretary Ickes and have won the support of Treasury Secretary Morganthau and Agriculture Secretary Wallace. So far as is known, the White House has been entirely non-commital on the plan.

RCA Television Parts

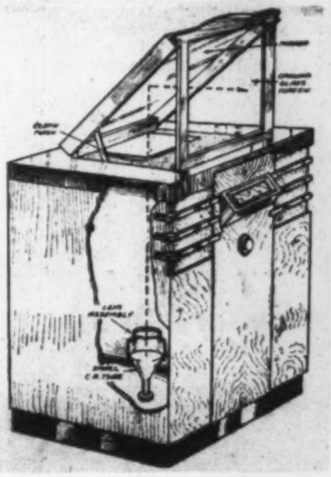
IN LINE with its policy of encouraging amateur interest in television and cooperating with experimenters, RCA has made available specialized television parts for use of experimenters. New parts, which supplement the kinescope receiving tubes previously made available, include a deflecting yoke, two power transformers, a vertical output reactor, a vertical oscillation transformer, a horizontal oscillation transformer, a horizontal output transformer, two power supply capacitators and a power supply reactor.

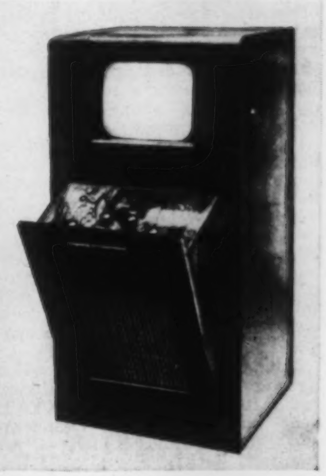
TELEVISION RECEIVERS ABROAD





EUROPEAN Television receivers have created extensive commercial interest in recent months. Upper left is the Ferranti model, a British set, the chassis of which is depicted at center left. At lower left is the Dutch Phillips receiver with an adjustable screen, a diagram of the Phillips set indicating the main lines of design. In the third column below is the deluxe British set, the Marconiphone, which combines television, worldwide radio and auto-gram. Lower right is the Baird receiver of British manufacture, and to the right is another model of the Baird set. Price range of the British receivers is from $250 to $650.





Dr. Pepper Begins Its Fourth Season

Enlarged Hookup Is Acquired By Soft Drink Sponsor

DR. PEPPER Co., Dallas (soft drink) on April 3 for the fourth consecutive year renews the *Pepper Uppers* over the special Dixie Network created for that show by WFAA, Dallas, key station, and Tracy-Locke-Dawson, Dallas agency handling the account. The 157th program of the Sunday, 5:30-6 p. m. (CST), series will be broadcast on that date over an expanded hookup comprising 23 stations, with another to be added when daylight saving time begins April 24.

The program, which has been one of the most successful commercials in radio history and which has added outlets to the original Texas Quality Group Network as fast as new markets were opened by the company, started out as a variety presentation but recently has evolved into a musical with guest artists. Jimmie Jefferies acts as m.c., with Karl Lambertz as musical director, leading a 21-piece orchestra. Lambertz has taken the place of Alexander Keese, former leader who is WFAA commercial manager and contact man on the account.

To the Dixie Network on April 3 will be added WPTF, Raleigh, and WSMB, New Orleans, while in Birmingham WBRC will replace WSGN as the outlet. The rest of the hookup includes WKY, Oklahoma City; KVOO, Tulsa; KSD, St. Louis; WFAA-WBAP, Dallas-Fort Worth; WOAI, San Antonio; KPRC, Houston; KTBS, Shreveport; KARK, Little Rock; WMC, Memphis; WJDX, Jackson, Miss.; WSB, Atlanta; WDOD, Chattanooga; WSM, Nashville; WWNC, Asheville; WSOC, Charlotte; WFBC, Greenville; WAVE, Louisville; WIS, Columbia.

WROL, Knoxville, will broadcast the *Pepper Uppers* by means of an air pick-up from WSM, Nashville. Beginning April 24, WAIR, Winston-Salem, will also broadcast the air pick-up. KGNC, Amarillo, will use a transcribed show from its library.

CAMPAIGN NETWORK FORMED IN TEXAS

A NEW seven-station hookup of Texas stations was formed in Fort Worth March 5 in preparation for the state primary campaign. It is designed to handle political broadcasts primarily, but later may be expanded to include other stations in Texas, Louisiana and Oklahoma and to operate as a regional network carrying commercial and sustaining features.

To be offered only as a group at combined rates and with each station as selling agent for all seven, the network will start about May 1 and will comprise KTAT and KFJZ, Fort Worth; KRLD, Dallas; KTRH, Houston; KTSA, San Antonio; WACO, Waco; KNOW, Austin. If demanded, the hookup will add KGNC, Amarillo; KFYO, Lubbock; KGKB, Tyler; KFRO, Longview.

Attending the organization meeting were Elliott Roosevelt, Hearst Radio Inc.; Sam Bennett, KTAT; Neal Barrett, KOMA, Oklahoma City; Ray Bright, KTRH; Clyde Rembert, KRLD.

FREE FODDER—Some 700 attend the weekly Coffee & Doughnut Party of WBAL, a feature of the early morning *Around the Breakfast Table*. Jerry Lee Pecht (at mike), conductor of the program, is host, aided by staff artists and talented guests.

Brewers Adding Stations For Cooperative Series

BREWERS' Radio Show Assn., New York, a group of brewers throughout the country, on March 7 started a program on 34 CBS stations, heard for a half-hour Monday evenings. The association is an outgrowth of the United Brewers Industrial Foundation, whose advertising is handled by Newell-Emmett. The current variety program, built by U. S. Adv. Corp., Toledo, is known as *The Monday Night Show*, featuring Lou Holtz, Ted Husing, Kay Thompson and her trio, Agnes Moorhead, "Cecelia" the seal, and Richard Himber's orchestra.

Sponsors and stations are: WABC, New York, John F. Trommer Inc., Brooklyn; WGR, Buffalo, Phoenix Brewing Co.; WEEI, Boston; WDRC, Hartford; WORC, Worchester; WLBZ, Bangor; WMAS, Springfield, Mass.; WNBX, Springfield, Vt.; WELI, New Haven; WPRO, Providence; and WBRK, Pittsfield, The Narragansett Brewing Co., Providence; WJAS, Pittsburgh, Pittsburgh Brewing Co.; WJR, Detroit, Pfeiffer Brewing Co.; WKRC, Cincinnati, Hudepohl Brewing Co.; KMOX, St. Louis, and KLRA, Little Rock, Griesedieck Bros. Brewing Co., St. Louis; WCCO, Minneapolis; KDAL, Duluth; WHLB, Virginia, Minn.; WMBG, Hibbing, Minn.: KGLO, Mason City, Ia.; WOC, Davenport; WNAX, Yankton, S. D., Theo. Hamm Brewing Co., St. Paul; KNX, Los Angeles; KSFO, San Francisco; KARM, Fresno, Acme Brewing Co., Los Angeles and San Francisco; WGAR, Cleveland, and WCAU, Philadelphia, Glass Container Assn., New York; KVI, Tacoma; KIRO, Seattle, National Grocery Co., Seattle; and WOKO, Albany; WFBL, Syracuse; KOY, Phoenix; KGAR, Tucson; and WADC, Akron, O., carry the program on a sustaining basis. Other stations and sponsors will be added from time to time.

Paper Seeks CKFG

THE *Vancouver Sun* is negotiating for the purchase of Vancouver's 50-watt CKFG, but arrangements have not yet been completed, according to G. A. Cran, advertising manager of the *Sun*. The station is one of the few non-commercial stations in regular operation, being operated by the Vancouver Presbytery of the United Church of Canada.

SPONSOR GETTER

WTMJ Group Selects Best Slump Prospects

TO DEVELOP specific advertising and merchandising plans for prospective sponsors, WTMJ, Milwaukee, has organized a special sales committee. Its job is to analyze specific prospects and develop sound radio plans to sell these accounts.

Reviewing merchandising trends of the depression, the committee rediscovered the fact that specific industries were least affected by lower sales curves. Among the industries were food, shoe, beer, and tobacco.

Concentrating on these industries, WTMJ reports the sale of a 13-week series of half-hour programs to one food merchandiser. Members of the new WTMJ sales committee are William F. Dittman, sales manager; Russ Tolg, continuity director, and Harry Eldred, publicity director.

Harris Buys KWBG

SALE of KWBG, Hutchinson, Kan., by W. B. Greenwald to John P. Harris, editor of the *News & Herald* of that city, has been consummated subject to FCC approval. The purchase price, for 1,026 shares of the 1,039 shares issued, is understood to be $47,500. The station operates on 1420 kc. with 100 watts. Mr. Harris was an applicant for a 1,000-watt daytime station in Hutchinson but on March 2 withdrew the application after an unfavorable Examiner's report. At about the same time, the application for transfer was filed. Mr. Greenwald has announced his intention of forming a new station representative firm to offer local stations "in a package to national advertisers". He is also the owner of a department store in Hutchinson which, it is understood, he likewise plans to dispose of to devote full time to the new venture.

Disc Series Shifted

PROCTER & GAMBLE Co., Cincinnati (Ivory flakes), on March 11 discontinued transcriptions of *Judy & Jane*, quarter-hour five-a-week program on CJOR, Vancouver; CFRB, Toronto, and CKCO, Ottawa. The time occupied on those stations by *Houseboat Hannah*, for Chipso, was dropped at the same time and that series was transferred to Ivory Flakes. It is also now heard on WOR, Newark, for Crisco, and on 20 other stations for Lava soap, both P & G products. *Judy & Jane* continues in transcription on stations west of the Mississippi for J. A. Folger & Co., San Francisco (coffee), and is also used by Larus & Bros. Co., Richmond (Edgeworth tobacco), on WRVA, Richmond. Agency for Ivory Flakes and Crisco is Compton Adv. Inc., New York; for Chipso, Pedlar & Ryan; for Lava, Folger and Larus, Blackett-Sample-Hummert.

Egg Dye Placements

FRED FEAR & Co., Brooklyn, N. Y. (Easter egg dyes), will use three spot announcements each on a list of 33 stations throughout the country, the week of April 11-17. Agency is Menken Adv. Inc., New York.

Associated Plans Track Broadcasts

Oil Firm Ending 12th Season Of Basketball Programs

STRESSING its Aviation Ethyl gasoline and Veedol motor oil, Tide Water-Associated Oil Co., Associated Division, is winding up its twelfth season of basketball sponsorship on Western stations.

Mr. Deal

According to Harold R. Deal, advertising and promotion manager of Associated, the company has been sponsoring the collegiate basketball games over nine broadcasting stations. They are: KJBS, San Francisco; KLX and KROW, Oakland; KFAC, Los Angeles; KORE, Eugene, Ore.; KXL, Portland, Ore.; KRSC, Seattle; KFIO, Spokane; KRLC, Lewiston, Id.

Mr. Deal said the current basketball sportscasts, ending with the Pacific Coast Conference championships the latter part of March, will be followed by an extensive coverage of track events under Associated sponsorship.

A New Network

Throughout the basketball season, Associated has broadcast nearly 100 games, all of which are scheduled at night. To facilitate a more complete coverage and service to the listening public with these night sportscasts, Associated created a new network in the Pacific Northwest, utilizing four stations in Oregon, Washington and Idaho, KRLC, KFIO, KRSC and KLX. Associated had to petition the FCC to get permission for two day-time stations to remain on the air at night to pick up the basketball games in their territory. They were KJBS, San Francisco, and KFIO, Spokane.

Mr. Deal pointed out that all of the games have been sell-outs and that when the home teams play at a distant spot, radio is the only manner in which the fans can follow the team. Thus, he feels Associated is giving a real public service with these sports broadcasts. He added that it is practically impossible to get night time periods on any of the major independent or network affiliates, due to previous commercial commitments.

The Associated basketball sportscasters are: Doug Montell and Phil Ray in northern California; Frank Bull, southern California; Johnny Carpenter, Portland; Leo Lassen, Seattle, and Ralph Rogers, Spokane and Lewiston.

'Good News' Pending

WHILE reports that General Foods Corp., New York (Maxwell House coffee) has renewed its network time for *Good News of 193* cannot be verified, the company and M-G-M have made promotion plans in connection with the program, to run to June. Present network contracts will expire on March 31. Louis K. Sidney, M-G-M executive, was in New York conferring with the agency, Benton & Bowles, the week ending March 5.

BIG, YES! — — BUT ACTIVE!

Yes, it's another "first" for WHO to be the *only* radio station that has ever sponsored a Golden Gloves tournament. But somehow this particular "first" is *especially* significant.

Why? Because WHO attracted one of the largest first-year entry lists in Golden Glove history; because 14,000 enthusiastic Iowans paid to see these bouts and on the night of the finals packed Des Moines' big Shrine Auditorium with the largest crowd ever assembled under its roof—also because this successful innovation sort of symbolizes the slugging, "heads-up" style that has made WHO the dominant station in the Central West . . . the PLUS station of *Iowa Plus*. Shall we send you a package of PROOF?

ANOTHER FIRST!

WHO is the first station to begin Facsimile broadcasting on the regular broadcast band, starting February 4, 1938 — one more of a long list of impressives "firsts".

WHO *for* IOWA-PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . . FREE & PETERS, INC., REPRESENTATIVES

XUM

List of Presidential Prospects For NAB Now Less Than Dozen

Executive Committee Weeds Out Many Names At Meeting Held in Advance of Board Session

BENDING every effort to have the paid president of the NAB in office this month, the executive committee of the trade association met in Louisville March 5 and reduced the list of prospective appointees to less than a dozen.

Called by Mark Ethridge, WHAS, Louisville, temporary chairman of the board of directors and of the executive committee, the group tackled its job of analyzing qualifications of a large group of men high in public or industrial life who were considered possible appointees. Detailed biographical and other data on the prospects were considered in an all-day session.

For obvious reasons the committee did not indicate who these men were. It is understood the plan is either to contact them directly or indirectly between now and March 21, at which time the full Board of 23 members holds its meeting in Washington to make the actual appointment.

All Are Well-Known

While no information was forthcoming from the committee regarding identity of those "in the running," reports persisted that all of the men under consideration are nationally known. It is presumed that such men as John G. Winant, former governor of New Hampshire; Robert M. Hutchins, president of the University of Chicago; former Senator C. C. Dill, now a Washington attorney; Stewart McDonald, Federal Housing Administrator, and Harlee Branch, Second Assistant Postmaster General would exemplify the type of man being considered. Other names including those of M. H. Aylesworth, former NBC president, Robert Jackson, the new Solicitor General, and certain members of the FCC, were advanced but it is believed they have been eliminated. Similarly, Mr. Ethridge who was urged for the post by his colleagues on the committee, has steadfastly refused to have his name considered. Members of the committee who met in Louisville in addition to Mr. Ethridge were Edwin W. Craig, WSM; Frank M. Russell, NBC, Washington; Herb Hollister, KANS, Wichita; John Elmer, WCBM, Baltimore, and Philip G. Loucks, special counsel of the NAB now in charge of the association's activities. Absent was Walker J. Damn, WTMJ, Milwaukee, now in Mexico.

The appointment of the new president will be pursuant to the terms of the revised by-laws of the NAB, adopted at the convention in Washington last month. There has been no limit either way placed on salary for the post. The NAB expects to operate on a budget of approximately $250,000 a year—more than double that heretofore available—by virtue of action taken at the convention practically doubling the schedule of dues.

The secretary-treasurer, who will be the NAB administrative officer responsible to the board, will not be named until the new president has been selected. While the board is responsible for this appointment, it is felt the new president, who will serve as chairman of the board, should be permitted to participate in the selection.

Other posts which would be created within the NAB to broaden the scope of its operations will be filled by the incoming president subject to board approval. These include such positions as public relations director, labor relations director, legal counsel, technical director, and research director, all of whom will serve as executive assistants to the president.

Mutual, Quaker and IBS Service Taken by WBAX

WBAX, Wilkes-Barre, Pa. on March 4 became an affiliate of Mutual, according to an announcement by Hal. A. Seville, general manager. Simultaneously, the station joined the Quaker State Network keyed from WFIL, Philadelphia, and International Broadcasting System, keyed from WOV, New York, on foreign language programs.

Together with WSYR, Syracuse, and WNBF, Binghamton, the station is maintaining a full leased wire service from New York for origination of programs in that city. No additional charge is made advertisers for this line service, according to Mr. Seville.

The station is owned by Stenger Broadcast Service and operates on 1210 kc., having been granted full time last month by the FCC. It has 250 watts daytime and 100 watts night.

WJW, Akron, has joined Mutual to carry the Zemo-Musterole show featuring *Carson Robison and his Buckaroos* three afternoons a week.

NBC Flexibility

NBC has made arrangements with affiliated stations whereby the Red and Blue stations will be interchangeable at selected periods hitherto restricted for local use. Where a station is unable to take a network program because of local commitments, any other NBC station in the same city will be available to the sponsors. The first advertisers to make use of the new setup are General Mills, starting May 30, and Chesterfield, on April 18.

KGKO Gathers Staff For Shift to Fort Worth

WHILE construction of transmitter building, tower and studios is progressing under the direction of Darrold Kahn, who will be commercial manager, the staff of the new KGKO, to be located after May 1 in Fort Worth, is being mustered by Mr. Kahn and by Harold Hough, manager. KGKO at present is operating in Wichita Falls but under an FCC authorization is being moved to Fort Worth under license to Amon Carter, publisher of the *Fort Worth Star-Telegram* and operator of WBAP, Fort Worth.

Mr. Kahn announces the appointment of Sylvester Gross, brother of Jack Gross, manager of KEHE, Los Angeles, as KGKO production manager. He has lately been with KEHE and was formerly with KPRC, Houston. William Hood, for the last six years KGKO program director, has already moved to Fort Worth to assume the same position with that station. Jack Keesler, now with KWKH and KTBS, Shreveport, will shortly join KGKO as merchandising and promotion manager, and Phil Griffith, recently with Tracy-Locke-Dawson, Dallas, has joined the sales staff. C. B. Locke, present KGKO chief engineer, will hold the same position in Fort Worth and is taking along his entire engineering staff.

TEXAS BULL SESSION—Party of broadcasters visiting Elliott Roosevelt's vast "Dutch Branch Ranch" near Fort Worth March 3 found the president of Hearst Radio Inc. busily engaged with his prize stock. Photo shows group around his prize Hereford bull *Good Donald I.* Left to right: Ed Zimmerman, KARK, Little Rock; Darrold Kahn, KGKO, Wichita Falls; Harold Hough, WBAP, Fort Worth; Martin Campbell, WFAA, Dallas; Mr. Roosevelt.

KSD-KFUO to Continue Present Sharing of Time

CONTINUED operation of th present time sharing basis of KSD *St. Louis Post-Dispatch* station, and KFUO, religious station operated by the Lutheran Synod in St Louis, was ordered March 4 by the FCC in its decision involving competitive applications of the stations.

KSD had asked for full time on the 550 kc. channel and KFUO had sought half-time operation in lieu of its present assignment under which it operates 26½ hours per week. Examiner Seward had recommended granting of the KFUO application for half-time, which was reversed in the FCC opinion.

In another decision announced March 4, the FCC granted WGAR Cleveland, an increase in power from 500 watts night and 1,000 watts day to 1,000 watts night and 5,000 watts day on its 1450 kc channel using unlimited time.

KTOK to NBC-Blue

KTOK, Oklahoma City local, wil be added to the NBC-Blue Networ when the Southwestern loop of tha chain is extended through For Worth, Tex. in early June, it wa learned March 8. The station i owned by Harold V. Hough, general manager of KGKO, now in the process of being moved from Wichita Falls to Fort Worth and also of WBAP, Fort Worth clear channel outlet. While KTOK is the key of the Oklahoma Network, that network will not be added to NBC-Blue under present plans. KTOK operates on 1370 kc. with 100 watt and is also a Mutual outlet.

NBC Adds in Idaho

BRINGING its total number o outlets to 146, NBC March 2 announced the affiliation of KSEI Pocatello, and KTFI, Twin Falls Idaho, with its North Mountain Group, effective March 15. Both stations are owned and operated by the Radio Service Corporation of Idaho, of which O. P. Soule is the head, Henry H. Fletcher, manager of KSEI, and John E. Gardner, of KTFI. The North Mountain Group is available either to NBC Blue or Red Networks. KSEI operates ful time on 900 kc. with 1,000 watts day and 250 watts night. KTFI which may be delayed in joining the network several days because of installation of transmission circuits, operates full time on 1240 kc with 1,000 watts day and night.

KRKO to Don Lee

KRKO, Everett, Wash., 50-watt station on 1370 kc., in late February joined the Don Lee Broadcasting System, Los Angeles, as an affiliate. Station is owned and operated by Lee E. Mudgett and shares time with KEEN, Seattle. Don Lee Broadcasting System which is the West Coast link of Mutual, now has 26 owned and affiliated Pacific Coast stations.

Goodrich Breaks

B. F. GOODRICH Co., Akro (tires), early in April will start national campaign of station-brea announcement in evening hours Between 50 and 60 stations will b used. Agency is Ruthrauff & Ryan New York.

N.C.
WBT
S.C.
2,000,000

"What do you mean by 'real' population?"

"Don't you see? The *real* population of the Carolinas—their industry and wealth—is on the Piedmont Plateau. Look here. In almost a straight line, from Greensboro, North Carolina, down to Greenville, South Carolina, you'll find city after city packed with the big industries of the two states. In fact it's there that 70% of *all* the wage earners of both Carolinas live.

"That cigarette you're smoking probably came from there. Very likely this tablecloth, table, and the chairs we're sitting on came from the Piedmont Plateau. Dozens of products from peanuts to pants to knitted underwear are grown or manufactured within a hundred miles of Charlotte, North Carolina."

"I can see what you're driving at."

"Sure, WBT, at Charlotte, is plumb in the middle of things. Its 50,000-watt signal serves a population, within 100 miles, bigger than the city of Detroit! A population of 2 million customers . . ."

"And, of course, under Columbia ownership and operation, WBT delivers both programs *and* audience."

THE
WBT COMBINATION
[illegible]

WBT • 50,000 WATTS • CBS • CHARLOTTE, NORTH CAROLINA

Owned and operated by the COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, Los Angeles, and San Francisco

Complaint Notices Harrass Stations

FCC Committee Is Named to Study Various Complaints

HAVING suddenly adopted the practice of notifying broadcast stations of all complaints filed against them, whether well-founded or otherwise, the FCC on March 9 appointed a committee to study procedure on complaints filed in the future.

A committee comprising Chairman McNinch and Commissioners Sykes and Payne was designated to study and recommend the procedure to be followed in the future. It is understood that certain commissioners feel all complaints, whatever their nature, should be thoroughly investigated but older members who have long been identified with broadcast regulation feel such a move would necessitate a greatly increased staff. Practically since radio regulation started in 1927, complaints have been filed in increasing volume but it has been found that the bulk of them are irresponsible and a goodly portion can be classified in the "crank" category.

Making Them Public

The new practice of notifying stations of all complaints filed was adopted some weeks ago and caused considerable worry among stations. The question of making public the complaints also has been raised.

Departing from the procedure formerly followed in citing stations only after complaints had been investigated, the FCC now is informing stations of complaints against particular programs or actions of the stations, thus placing them on notice that further action might be taken at time of renewal of license. In many instances the continuity is requested.

A number of stations already have been given temporary license renewals because of citations resulting from complaints. Among these have been stations which carried the series of talks by Rev. Gerald L. K. Smith who set out to form a "Committee of One Million." The precise nature of the complaints has not yet been divulged.

Complaints from CIO

In other instances, stations have been notified of complaints received from CIO locals because of refusal of stations to allot them commercial time. These have been given more than cursory consideration by the FCC, it is indicated.

Yet another series, a transcription program identified as *Rube Appleberry* also has resulted in citations by the FCC to stations seeking continuity.

A station on the Coast has been given a one-month renewal of license pending investigation of complaints involving a palmistry program titled *What Does Your Hand Say,* and another astrological program titled *Daily Information Bureau.*

A Midwestern station has been given a one-month extension because of a complaint from the American League alleging unauthorized broadcasting of certain big league baseball games. A station in West Virginia has been cited with a one-month extension because of a fortune-telling program featuring *Dr. Myers*.

After receipt of continuity, or other information based upon its informal inquiry, undertaken by its law department, it is understood the FCC will decide whether regular renewals will be issued or whether the station will be set down for hearing on its renewal application.

WHO SPONSORS BOXING BOUTS

First Radio Participation In Golden Gloves Tourney —Draws Large Sports Following—

WHO, Des Moines, Ia., won a radio first when it sponsored the local Golden Gloves boxing tournament Feb. 15-23 for 400 contestants of central Iowa, the winners being sent to the Chicago Golden Gloves Tournament.

An audience of 5,000 saw the final bouts of the tournament Feb. 23 concluding 209 elimination fights. Total attendance at the tournament was 14,000 and on the final night more than 1,000 persons were turned away from the Shrine auditorium where the fights were staged.

Contestants in the preliminaries represented 125 towns and 12 States and Canada. Eighteen towns were represented in the semi-finals. Bill Brown, WHO sports editor, directed the tournament, the first official Golden Gloves meet in Des Moines.

From its listeners and the visible audience in attendance at the fights, WHO has received unqualified commendation for boosting amateur athletics, by sponsoring and broadcasting the Golden Gloves, according to WHO. Harold Fair, WHO program director, and Leo J. Lucier, member of the board of Midwestern Assn. of the A.A.U., are negotiating for sponsorship of the 1939 Golden Gloves Tournament in Des Moines by WHO.

WHO is the first radio station to participate in a Golden Gloves tourney. The tournaments originated with the *Chicago Tribune* and have the cooperation of 45 newspapers throughout the Midwest. Sponsorship was achieved over the bitter protests of many newspapers in the WHO primary area and the papers were forced to carry stories about the tourney because of the pronounced public interest in WHO's assistance to amateur athletics.

Collegiate News Series For Luckies Is Extended

AMERICAN TOBACCO Co., New York, is expanding its collegiate news broadcasts for Lucky Strikes to include Texas University, University of Wisconsin and University of Oregon, following successful tests with this type of program at Yale and Cornell where the series are being continued throughout the college year. If broadcasts at the newly added universities prove as popular as those in the East, the series will probably be started on a nationwide basis next fall. Texas series is using KNOW, Austin; Wisconsin programs are on WIBA, Madison, and Oregon's on KORE, Eugene. Yale and Cornell series utilize WICC, Bridgeport, and WESG, Elmira, respectively.

Programs are five-minute, Monday through Friday, broadcasts of collegiate news, selected and broadcast by staff of school papers, with only commercials furnished by Lord & Thomas, New York, American Tobacco agency. Student newscasters for series at the added colleges are being chosen by elimination contests, with the ten finalists of each school making recordings of their broadcasts, which will be sent to New York for final selection, to be made by Lowell Thomas, Edwin C. Hill and Boake Carter.

Oakite Returns

OAKITE PRODUCTS Inc., New York (cleanser), the week of March 7 started participation in home economics programs on 11 stations, and expects to add about 10 more. Stations, in additions to 7 of the Yankee Network, are WBZ-WBZA, WCAU, KDKA, and WTIC. Agency is Calkins & Holden, New York.

Gibbs Testing

GIBBS & Co., Chicago, manufacturer of cosmetics used by beauty shops, and holding company of Bree Cosmetics, Chicago, on March 16 will start a weekly quarter-hour show on WTMJ, Milwaukee, featuring the fictitious character of Betty Bree, who will present news from the women's stand-point while operatic airs will form the musical background. Program will be broadcast at 7:15-7:30 p. m. (CT) every Wednesday evening. According to Ruthrauff & Ryan, Inc., Chicago agency handling the account, if test proves successful similar women's programs will be started in those cities where Gibbs & Co. have branches. These cities are: New York, Atlanta, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Chicago, Milwaukee, Minneapolis, Des Moines, Kansas City, Oklahoma, Dallas, Denver and Los Angeles.

Bull Durham Spots

AMERICAN TOBACCO Co., New York, is starting its first spot campaign for Bull Durham tobacco in the Southwest, last stand of the roll-your-own cigarette smokers. Quarter-hour RCA transcriptions, featuring Louise Massey and the Westerners, will be broadcast three time a week on about 18 stations in California, Arizona, New Mexico, Texas, Louisiana and Arkansas, beginning early in April. Placed through Lord & Thomas, New York. Broadcasts will start March 28 on the following stations: KFI KTAR KOB KTSM KGNC WFAA WOAI KPRC WKY KTUL KARK WWL KWKH WSM WREC WJDX.

Fotolabs Spots

FOTOLABS Inc., New York, in mid-April will begin radio advertising for Fotoprinter, a device for printing pictures on paper and cloth from regular photograph film. Consumer suggestions for new uses for the device will be rewarded by cash prizes. Announcements will be used on about a dozen stations. Agency is Edwin M. Phillips & Co., New York.

Gene Thomas Appointed Sales Manager of WOR

APPOINTMENT of Eugene S Thomas, assistant sales manager of WOR for the last two years, as sales manager, was announced March 8 by Fran Braucher, vice president in charge of sales of the station. Mr. Thomas joined WOR in 1934 and was sales promotion manager before assuming the assistant sales managership. He entered radio in 1925 in a publicity capacity with Thomas R. Shipp Inc., Washington, and handled the Atwater Kent account.

Mr. Thomas

The National Radio Auditions sponsored by Atwater Kent was his primary assignment and he was responsible for discovery of many radio stars and singers now featured in the Metropolitan Opera.

Before joining WOR he was with H. W. Kastor & Sons Adv. Co., Chicago. He is a graduate of George Washington University and also attended Harvard Graduate School. Upon graduation he entered newspaper work in Washington.

More for Corn-Kix

GENERAL MILLS, Minneapolis, has added three more stations in markets where Corn-Kix, its new cereal, is being introduced, making four outlets now carrying quarter-hour five-weekly shows. Before the year is over, it is believed the new cereal will have nationwide distribution with some 50 odd stations expected to carry its advertising. Originally tested on WTMJ, Milwaukee, the three new stations now broadcasting *Those Happy Gilmans* are WDRC, Hartford; KDAL, Duluth, and WCCO, Minneapolis. Blackett-Sample-Hummert, Chicago, handles placements of Corn-Kix.

Roi Tan to Resume

AMERICAN TOBACCO Co., New York (Roi Tan cigars), on April 1 will resume its schedule of spot and station break announcements and programs on about 65 stations. While the number of stations remains about the same as that used before Christmas, some of the markets are receiving more business while a few others have been dropped. The CBS-Pacific show continues. Lawrence C. Gumbinner Adv. Agency, New York, is in charge.

Illinois Meat Series

ILLINOIS MEAT Co., Chicago (Broadcast Corned Beef Hash) started *David Lowe*, Hollywood and Broadway gossip news, on WNEW, New York, March 14. Program is broadcast 7-7:15 p. m. six nights weekly. Charles Martin, advertising manager of Illinois Meat Co., Chicago, and William Rambea and William Cartwright were in New York placing the deal with WNEW. George H. Hartman Co., Chicago, handles the account.

ALL YOU NEED IN CENTRAL OHIO

Now WBNS GOES TO

JOHN
BLAIR & Co.
REPS.

5,000

WATTS, DAY
1,000 WATTS, NIGHT

WBNS, COLUMBUS, OHIO

Non-Newspaper Applicant Gets Preference in Ruling of FCC

Competition Between Media Favored in Decision; Priority of Filing Also Is a Factor

WHILE it has not yet settled the newspaper ownership issue, the FCC in a decision March 4 wrote legal precedent in concluding that there should be competition between newspapers and broadcast stations and that where one applicant for a new facility is non-newspaper and the other associated with a newspaper, the former should be given preference.

In the same case, the FCC also held that equity attaches to priority in the filing of an application. It held that where one applicant filed for a facility substantially ahead of another, he should be given a degree of preference. This conclusion appeared to conflict with recent findings of the U. S. Court of Appeals for the District of Columbia which held in the appeal of KSD, St. Louis, from the FCC decision granting the *St. Louis Star-Times* a new regional station, that no importance attached to priority in the filing of applications for improved facilities.

Whether there will be court adjudication of the case in which the Commission wrote this precedent has not yet been determined, although counsel for the aggrieved applicant has indicated that course.

Port Huron Grant

The legal precedent was written when a new daytime station in Port Huron, Mich., on 1370 kc. with 250 watts was authorized to the partnership of Harmon Leroy Stevens and his father, Herman Leroy Stevens. A competitive application for the same facilities filed by William W. Ottaway, president and business manager of the *Port Huron Times-Herald*, was denied.

The Commission found that the newspaper was the only one published in the city and county and concluded that the Stevens' application, in the name of the Port Huron Broadcasting Co., would better serve public interest "in that there will be added to the Port Huron area a medium for dissemination of news and information to the public which will be independent of and afford a degree of competition to other such media in that area." Moreover, it held that even if all other facts and circumstances were equal (and it said they are not) the Port Huron application was filed more than a year prior to that of Ottaway and "the granting therefore of the Port Huron Broadcasting Co. application reaches a more equitable result." The elder Stevens is a practicing attorney in Port Huron and his son, 25, is employed in his law office as a clerk and is studying law. He will become manager of the station.

Applications of the Journal Co., operating WTMJ, Milwaukee, and of the Mid-Atlantic Corp., subsidiary of the *Washington Post*, published by Eugene Meyer, former governor of the Federal Reserve Board, for assignment on the special broadcast frequency of 1570 kc. were denied by the FCC March 2. In a 10-page opinion, the Commission held in the case of the *Journal* application that the need for an additional station in Milwaukee "is not such as to warrant the granting of the facilities requested to the Journal Co., at present the licensee of a regional station in that city." This opinion followed the policy laid down in the recent decision involving the application of the owners of WSMB, New Orleans, for a second station.

Regarding the *Post* application, the FCC said Washington now has four unlimited time regional stations and that in the interest of providing service to communities and states where definite need will be found to exist "this Commission cannot fail to comply with the clear and mandatory requirements of the statute. There is no need shown to exist at this time for an additional broadcast station such as that proposed for Washington."

In denying the application of Genesee Radio Corp., for a local station in Flint, Mich.. on 1200 kc. with 100 watts night and 250 watts local sunset, the FCC also ruled along the same line as the precedent established in the New Orleans case. It found that the interests which control WFDF in Flint and the Genesee applicants are identical. While finding that it could not be said that another station in Flint would not fulfill a public need, it held that the managerial policy of the two stations would be the same, that they would not be engaged in actual or substantial competition, and that the new station, from an economic standpoint, might prevent the future entry into the field by an applicant who would offer a new, different, improved and competitive service.

"It is not in the public interest to grant the facilities for an additional broadcast station to interests already in control of the operation of a station of the same class in the same community, unless there is a compelling showing upon the whole case that public convenience, interest or necessity would be served thereby."

Then it added: "In order to assure a substantial equality of service to all interests in a community, to assure diversification of service and advancements in quality and effectiveness of service, the Commission will grant duplicate facilities to substantially identical interests only in cases where it overwhelmingly appears that the facility, apart from any benefit to the business interests of the applicant, is for the benefit of the community, fulfilling a need which cannot otherwise be fulfilled."

P & G in Europe

PROCTER & GAMBLE Co., Cincinnati (Drene shampoo), will place a series of transcriptions by Morton Downey on 5 European stations. The discs, with music by Hal Hoffer's orchestra, have just been made by WOR Transcription Service, and will be heard six days a week on stations in Paris, Lyons, Luxembourg, Toulouse, and Lichtenstein. Agency is Erwin, Wasey & Co., N. Y.

World Radio

A TOTAL of 69,700,000 radio receivers were in use in the world when 1937 ended, according to an estimate by the International Radio Bureau maintained at Berne, Switzerland. This was estimated as an increase of more than 6,000,000 over the 1936 figure. Basing its estimate on some four listeners per set, the Bureau concluded that the size of the world radio audience had increased by 25,000,000 over the preceding year, with more than half of the new audience in Europe. More than half of the world sets, or 37,000,000, are in the United States, according to the Berne Bureau.

New Officers, Directors Are Elected By WMPS

MEMPHIS BROADCASTING Co., operating WMPS, Memphis, last month elected new officers and directors—all of them officials of Scripps-Howard Radio Inc., licensee of WNOX, Knoxville, and WCPO, Cincinnati. The fourth Scripps-Howard station — WMC, Memphis—is licensed to the Memphis Commercial Appeal Co., which also owns 100% of the stock of WMPS.

The new WMPS officers, elected as of Feb. 11, are K. A. Bickel, chairman of the board; Jack R. Howard, president; J. C. Hanrahan, vice-president; Paul Patterson, controller and general counsel; H. E. Neave, treasurer; Paul W. Frum and J. P. James, assistant treasurers, and Mr. Howard, assistant secretary. The executive committee comprises W. W. Hawkins, chairman of the board of Scripps-Howard Newspapers, Roy W. Howard, and Mr. Bickel. Directors elected were Messrs. Hawkins, Patterson, Jack Howard, Bickel and M. H. Aylesworth, former NBC president.

Press Pressure Denied

C. D. HOWE, Transport Minister, denied in Canadian Parliament reports mentioned by members of Parliament that newspapers had brought pressure on the government to increase radio license fees so commercial programs would not be needed to pay the Canadian Broadcasting Corp. expenses. He explained that the added annual 50-cent tax on the $2 radio listening license was to cover the expense of the new high-power stations and the proposed additional 50-kilowatt stations for the rest of the Dominion, and that the increase was asked by his department when it was decided the CBC needed more powerful stations.

American Stove Discs

AMERICAN Stove Co., Cleveland, on April 29 starts a series of quarter-hour transcriptions featuring Delight Evans, editor of *Screenland Magazine*. The discs, titled *Food Secrets of Hollywood Stars*, will run for 13 weeks, heard Fridays at 9:30-9:45 a. m. on 10 stations. Agency is BBDO, New York. The stations are WSB WTAM KFI WCAU KDKA KOIN KMOX KGO KOMO WBBM.

COMMITTEE REPEALS RADIO NEWS LEVY

ELIMINATION of the 5% excise tax on facilities utilized in the collection of news for broadcasting is provided in the Revenue Act of 1938 (HR-9682), reported favorably by the House Ways & Means Committee on March 2.

Mr. Moore

The Committee based its action on testimony of Herbert Moore, president of Transradio Press Service, who appeared Jan. 21 urging the amendment on the ground that the present law, which exempts the public press, discriminates against news gathering organizations which gather and distribute news primarily for radio broadcasts.

The revised provision specifies that no tax shall be imposed upon any payment received for use of facilities in the collection of news for the public press "or radio broadcasting" or in the dissemination of news through the public press "or by means of radio broadcasting".

He said elimination of the tax would mean a saving of some $8,000 a year for Transradio Press and Radio News Association on the facilities it uses. He said 75% of the total amount of money gathered by press associations is expended for wire service and that under the excise tax provision, the remaining 25% is "cut by 5%". He said this tax must be paid by his organization as purely a radio service and is not paid by other similar organizations serving the press. He told the Committee that Transradio serves 275 radio stations and 40 newspapers throughout this country and Canada.

Carter Denies Charge

REPORTS unverified by the State Department were current in Washington March 9 that investigations with a view to possible deportation proceedings against Boake Carter, radio commentator, were going forward. Mr. Carter has been outspoken against certain policies of the U. S. State Department, charging that American officials have been influenced by the British foreign office. He denied he had entered the United States on a Russian visa, claiming that he entered from Liverpool in 1921 and became a naturalized citizen in 1933. A recent radio talk on what he felt it meant to be an American citizen was printed and widely distributed.

WOR Discs Exhibited

RAY LYON, manager of the recording division of WOR, Newark, spent the first week of March in Atlantic City demonstrating his educational recordings to school teachers, principals and superintendents attending the National Educational Association convention. Prepared as quarter-hour dialogues between a teacher and a layman, the series is planned to include 15 recordings, covering such subjects as elementary science, art appreciation, nature study, etiquette and astronomy, and is expected to be ready for distribution next fall.

MIRRORING A MARKET ..FOR MEDIA MEN

AMERICA'S 12th CITY *RANKS—

To many of the Brass Hats of media, Milwaukee is merely America's twelfth city—and that's *that*. Beyond this cordial nod of recognition, they possibly don't give the matter much thought—and we **don't** blame them. After all, media mentors in good standing haven't the time nor the inclination to become statistical storehouses for *all* market data!

But because the *facts* on the Milwaukee market so completely belie its twelfth ranking in size, we thought the boys wouldn't mind digesting a sugar-coated capsule of its *real* buying power indices. Hence this page — and the short-and-snappy score panel at the right.

Frankly, our adding machines got banjo-eyed at the inconsistent totals they were compelled to tally —and maybe you'll get the same way after you read 'em. But there they are—unarguable proof that Milwaukee and Wisconsin is a heavenly haven for advertised merchandise—a "fooler" market that offers tremendous sales possibilities for anyone who peers beyond that cryptic "Twelfth City" listing.

To get in our two-cents worth before you flip the page, we hasten to remind you that WTMJ is top station in the Milwaukee area —and can do a "tops" selling job on any salable product. We *know* . . . because advertisers tell us!

6th in Total Industrial Payrolls

5th in Percentage of Population Making Income Tax Returns

3rd in Percentage of Families Owning Homes

2nd in Percentage of Families Owning Radios

5th in Percentage of Families Owning Autos

7th in Drug Store Sales per Family

7th in Food Sales per Family

9th in Apparel Sales per Family

9th in Family Sales of Furniture

5th in Percentage of Families Having Telephones

5th in Home Rentals Over $50 per Month

*Based Upon Comparsion with the 15 Largest U. S. Cities.

WTMJ

The Greater

MILWAUKEE JOURNAL STATION

EDWARD PETRY & CO., INC., *Representatives*
New York, Detroit, Chicago, San Francisco

AUTOMATIC TUNING BRINGS COMPLAINT

COMPLAINT of certain independent stations, particularly in the metropolitan areas, against the automatic tuning push-button receiver has cropped up in various sections.

The independent non-network stations contend that the automatic tuning sets tend to shift the lisening public to the larger stations, notably those on the networks, since they are pre-tuned to procure the desired station by the simple process of pushing a button. With only a limited number of buttons on the dial, ranging from four to eight, it is contended that smaller stations, which might be picked up by the listener in the course of tuning his set manually, lose out.

Automatic sets, which control dialing by pushing a button for the desired station will give the listener only six stations to select from, according to Leo B. Tyson, president of the Southern California Broadcasters Association. Los Angeles has 15 broadcasting stations. Of this number, less than half can be obtained on the new automatic tuning sets. This, it was said, will eliminate the smaller stations, causing a virtual "freeze-out". Independent radio stations declare that unless something is done by the manufacturer to correct this, the matter will be taken to the FCC.

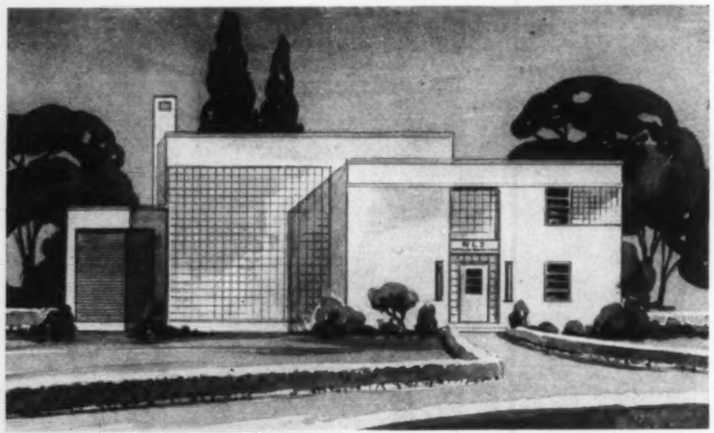
Bond Geddes, executive vice-president of Radio Manufacturers Association, declared March 2 that no complaint has been heard by his organization. The problem, he asserted, is not for the manufacturer but should be handled by local stations with their set distributors or local dealers. The sets are not calibrated for station reception at the factory. The distributors or local dealers adjust the automatic tuning controls to pick up the desired stations in the particular areas they serve. Moreover, it was pointed out that in most cities service is available from only three networks, thus leaving positions on the automatic tuning sets for independent stations.

New Plant for KRLD

HAVING filed an application for a power increase to 50,000 watts, KRLD, Dallas, is proceeding with plans to erect a new transmitter at a site near Garland, Tex., about 15 miles east of Dallas. FCC approval of site is being awaited, but construction will not be held up pending action on the 50,000-watt application. KRLD will first build for its regular 10,000-watt operation on 1040 kc., using a directional antenna away from WTIC, Hartford, which also operates on that channel with 50,000 watts. Western Electric transmitter, capable of being boosted from 10,000 to 50,000 watts, has been ordered but no order for tower has as yet been placed. Guy Hutchinson, CBS engineer, aided in selecting the site. Installation will be under the direction of CBS and Bell Laboratories engineers in collaboration with Roy Flynn, KRLD chief engineer.

WBAP, Fort Worth, Tex., couldn't decide whether its *Black Night* series was too horrifying so it asked its listeners for criticism. Of the 500 listeners responding, 90% voted for continuance of the series. A late evening program, the thriller was endorsed by educators, professional people and parents.

Work on New RCA Transmitter Begun By WLS as FCC Approves Its Project



NEW WLS — Architect's drawing of the new WLS transmitter house 25 miles from Chicago's Loop. At left is Burridge D. Butler, WLS president, who, on his 70th birthday Feb. 5 signed the contract for the new 50,000-watt RCA transmitter, contingent upon FCC approval, which came March 2. A 586-foot Truscon vertical radiator also is being erected.

WITH THE approval March 2 by the FCC of its application to install its own transmitting plant, WLS, Chicago, began at once the installation of the latest 50,000-watt RCA transmitter, and erection of a new 586 ft. Truscon vertical radiator.

Contracts for the new equipment were signed by Burridge D. Butler, president of the clear channel station, on his 70th birthday, Feb. 5, contingent upon FCC approval. The station, which divides time with WENR, Chicago NBC-owned outlet, has used the WENR transmitter on a rental basis for the last several years. Now it will establish its own plant. The new transmitter will be on a 40-mile tract at 183d St. and U. S. Highway 45—25 miles southwest of Chicago's Loop.

Educational Service

WLS was purchased bv Mr. Butler (who also owns KOY, Phoenix, Ariz.) from Sears, Roebuck & Co. in 1928. He is also the publisher of the *Prairie Farmer*, America's oldest farm newspaper, which he purchased in 1911. His confidence in the future of radio as a means of service to the rural Midwest, working hand in hand with his farm paper, led Mr. Butler to the purchase of WLS, which has been dedicated to the service of agriculture from its first program in 1924.

"To me, radio is far more than a mere medium of entertainment," said Mr. Butler. "It is a God-given instrument which makes possible vital economic, educational and inspirational service to the home-loving men, women and children of America. As long as it is my privilege to direct the destinies of WLS, I will hold sacred this trust that has been placed in my hands. No medium developed by mankind is doing more to broaden the lives of rich and poor alike than radio."

Glenn Snyder, for more than six years WLS general manager, lauded Mr. Butler's radio contribution in connection with the new building program. "While he takes the utmost pride in reviewing the past accomplishments of WLS, he sees greater things to do in the future," Mr. Snyder said. "That is why, at 70, he finds himself still unsatisfied and looks forward to a broadening and intensifying of WLS service by means of a new transmitter which embodies the most recent developments in radio engineering."

Mr. Snyder pointed out other evidence of listener loyalty through the carrying out of Mr. Butler's policies. "Under his ownership, WLS listeners have written 8,342,346 letters to us in the past eight years," he declared. "That is definite proof of popular approval of the policy of putting service foremost in a radio station. WLS pioneered in the presentation and preservation of native American folk music through the *National Barn Dance*. As a result, *Barn Dance* music has been adopted by stations throughout the nation. At the Eighth St. Theatre, our *National Barn Dance* has played to nearly 700,000 people in six years—and we have seen it grow from a local program to become one of the most popular hour coast-to-coast broadcasts, with 70 NBC outlets every Saturday night."

WLS has continuously held the 870 kc. frequency on a clear channel since 1924. Going on the air with 500 watts, it has increased its power to 5,000 and 50,000 watts successively. Since March, 1931, WLS has been leasing the WENR transmitter at Downers Grove. The station has shared time equally with WENR during that period.

Recorded Re-run Of Jimmy Allen on Coast Is Success

Once Popular Program Started All Over Again on Discs

By TOM SCHOLTS

Scholts Advertising Service, Los Angeles

"CAN a transcribed show for children that has been a success in a territory be repeated at a later date with equal success?" I believe that many an advertising agency man has asked himself that question when considering a re-run of transcriptions.

Mr. Scholts

Perhaps the experience of this agency in placing *The Air Adventures of Jimmie Allen* on the air for the second time will throw some light on the problem. The *Jimmie Allen* transcriptions were broadcast over a number of stations in this area by the Richfield Oil Co. of California over a four-year period ending approximately two years ago. During those years Jimmie Allen "grew up" in the story—from a boy of 17 to 21 years of age.

Again a Boy

On Jan. 10 of this year, over Los Angeles station KFAC, we reintroduced *The Air Adventures of Jimmie Allen* to the radio audience in that territory under sponsorship of the Log Cabin Bread Co., that city. As our contract with the owners of the show required that we start with episode No. 1, we of course had to present Jimmie as again a boy of 17 years. The reaction of kids to this age angle and the fact that Jimmie knows nothing about flying in the early episodes, formed the basis of our major fears.

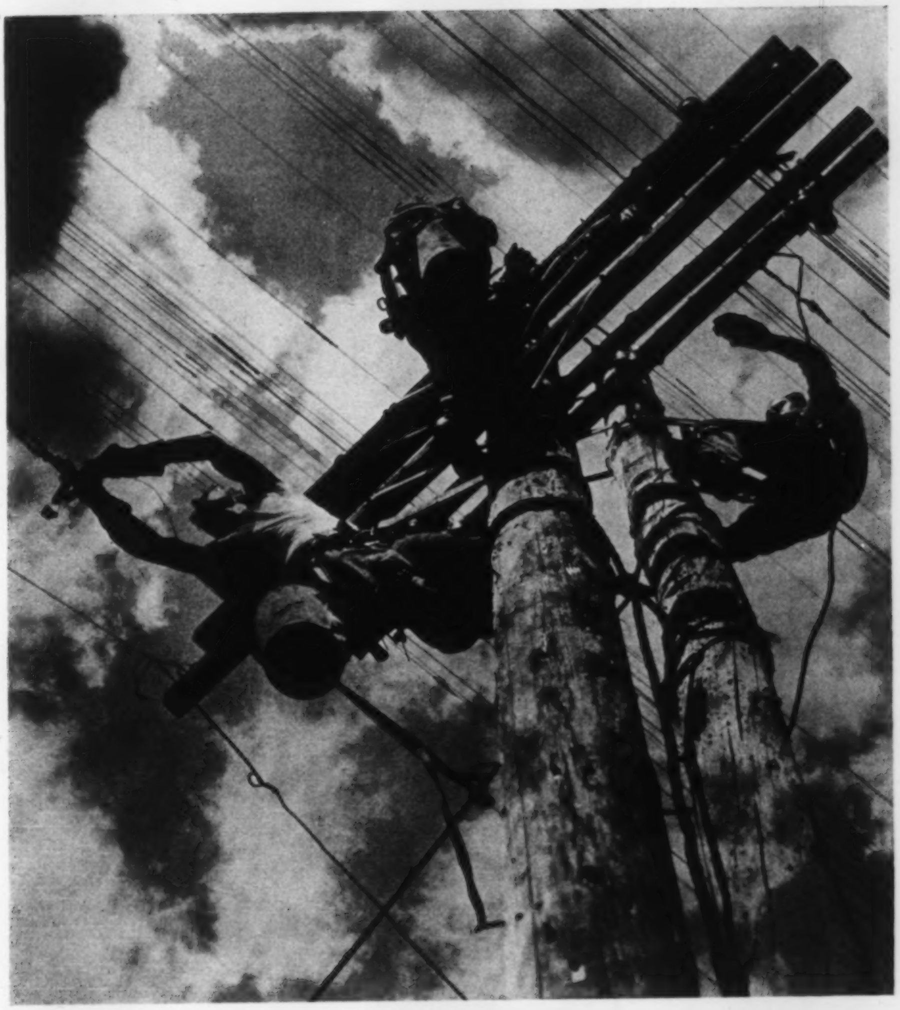
Newspaper ads announced "Jimmie Allen Is Back", etc., capitalizing on the former fame of the program. In addition, new ideas were introduced to build a large audience as quickly as possible. For five weeks the commercials were devoted to pulling in listeners. Client copy was limited to institutional angles . . . the theory being that the sooner the name of our client, Log Cabin Bread Co., became svnonymous with the name Jimmie Allen, the sooner our client would enjoy the maximum benefit.

At the end of the fifth week, the formation of the Jimmie Allen Flying Club was announced. Here was the critical test. Would children flock to grocery stores for membership application cards as they had to oil stations several years before?

One week after the initial Club announcement, more than 12,000 children had gone to grocery stores handling Log Cabin products and requested application cards. The next week the momentum continued, with a total of more than 22,000. We are now in the fourth week of the membership campaign (March 11), and all indications point to a continued Club growth far exceeding our expectations.

BOAKE CARTER, CBS commentator, is building a wing on his suburban home to house a broadcasting studio and news room.

A Direct Line



. . . TO THIS BILLION DOLLAR MARKET

You can count on WTIC's 50,000 Watts to give you a direct and profitable line to Southern New England's responsive billion dollar market.

For WTIC outranks all stations in its area in popularity — with listeners — and with advertisers as well!

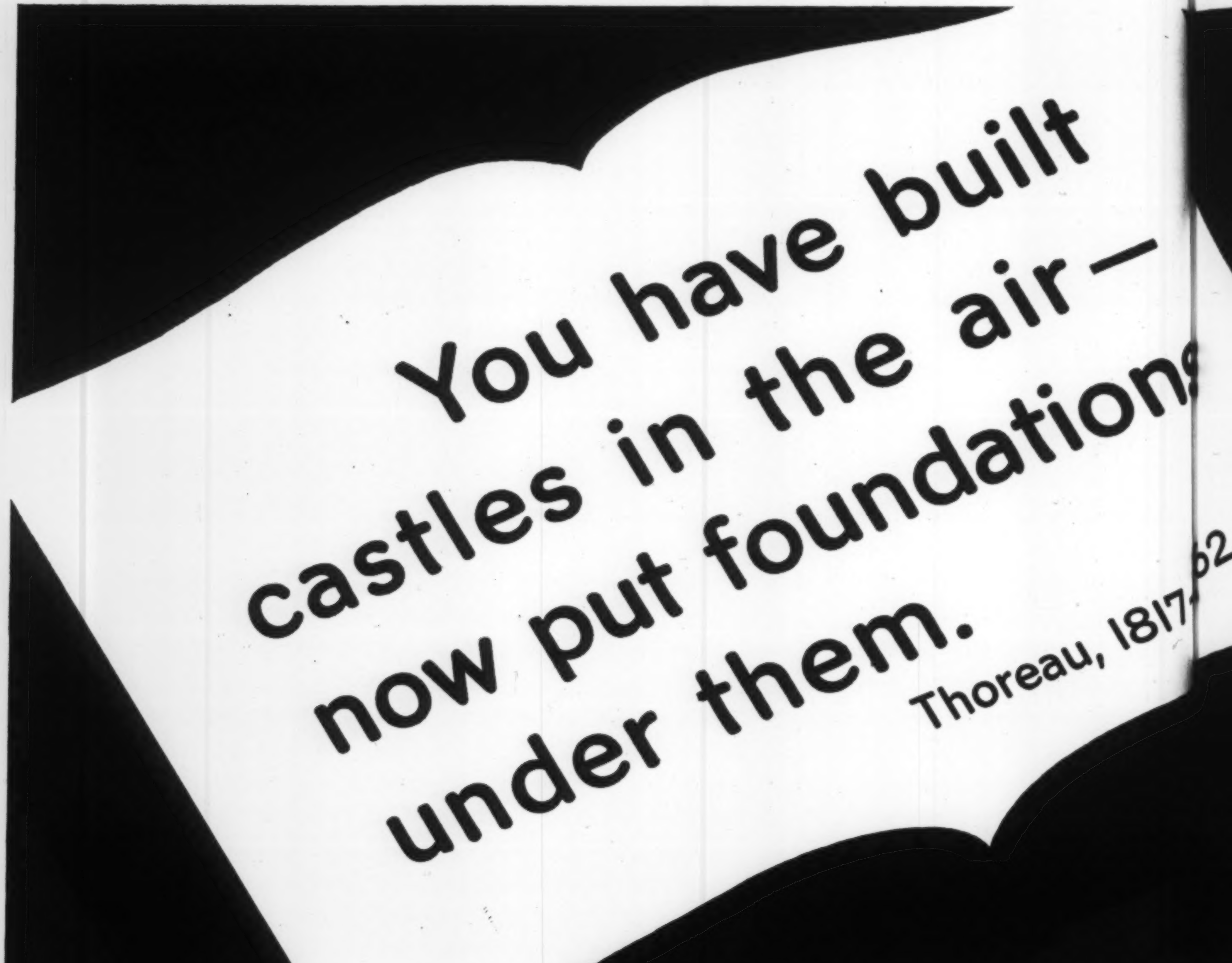
FIRST in Number of Network Advertisers
in Number of National Spot Advertisers
in Number of Local Advertisers

Write today for our interesting 32-page brochure giving full details on the Ross Federal Survey of WTIC's popularity with listeners and facts about the WTIC Billion Dollar Market.

WTIC

50,000 WATTS
HARTFORD, CONN.

The Travelers Broadcasting Service Corporation • Member N. B. C. Red Network and Yankee Network
Paul W. Morency, General Manager • James F. Clancy, Business Manager
Representatives: Weed & Company • New York Detroit Chicago San Francisco


You have built
castles in the air—
now put foundations
under them.
Thoreau, 1817-62

Most successful business men drea
that the public clamors for your pro
crack for years wire and telephone;
● But must you? Radio has put firm
others. Can't it for you, too? ● Spo
surely, economically. These stations

lrea least once in a while—don't you? ● It's then
pro distributors and dealers you've been trying to
one; petition is on the run and then you wake up.
firm ndations under equally delightful aircastles for
Spo adcasting can give you the answer—quickly,
ions substantial stuff with which to start to build.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

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THE YANKEE NETWORK
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Represented throughout the United States by

EDWARD PETRY & CO.
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NEW YORK • DETROIT
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Actual Loss of Money Needed in Slander Suit, Los Angeles Court Holds

WHEN Jimmy Fidler, Hollywood gossip sponsored by Procter & Gamble on NBC-Red for Drene shampoo, assertedly accused Constance Bennett, screen actress, of being "snobbish and high hat", and of snubbing Patsy Kelly on a movie set, he could not have been guilty of libel, Superior Judge Robert Walker of Los Angeles ruled Feb. 28, in sustaining a demurrer to her suit filed on Jan. 3.

Fidler made his remarks during a broadcast Dec. 28 and Miss Bennett sued for $250,000 damages, alleging she was libeled. Also cited as defendants were Procter & Gamble Distributing Co.; Procter & Gamble Mfg. Co.; NBC; Earl C. Anthony Inc., operating KFI, Los Angeles; H. W. Kastor & Sons Adv. Co. Inc., and others.

In sustaining Fidler's demurrer to Miss Bennetts' charges, the court held that the actress may sue for slander damages only, rather than libel, and must show that she actually lost money due to the utterances in order to bring a valid suit. The judge allowed 10 days for Miss Bennett to amend her petition. In case she can show no monetary loss, she has no cause for action, the court ruled.

FROM STOCKYARD — KGNC, Amarillo, Tex., broadcasts a weekly cattle auction. From right to left, are Jack Coulter, auctioneer; Monte Rosenwald, KGNC, special events announcer, and Red Tucker, stockyard recorder.

Superpower Study Awaits New Rules

Clear Channel Question Also Involved in Hearings

WITH THE May 16 date set for hearings on 16 pending applications for superpower, the broadcasting industry is awaiting the next step by the FCC which is expected to be promulgation of revised rules and regulations, which would set the pace for hearings on the entire clear channel-superpower issue. The May 16 hearing at this time embraces only the subject of superpower—not retention of clear channels on which a behind-the-scenes fight is being waged.

At the present writing, the rules committee of the FCC, comprising the five heads of departments, is grappling with the proposed new rules, and has been since last month, when they were referred to it by the FCC. It is expected that sometime during this month these proposed new rules will g back to the FCC for consideration. Once promulgated, all parties in interest will have an opportunity to request hearings, which might be held 30 to 60 days after the announcement.

Horizontal Increases

Presumably these rules, among other things, will incorporate provisions of the Havana Broadcast Treaty relating to horizontal increases in power for regionals from a maximum of 1,000 watts at night to 5,000 watts and for locals from 100 to 250 watts, to be granted within the FCC's discretion. On superpower the question is whether the present regulation limiting maximum power to 50,000 watts on clear channels, will be amended to make 50,000 watts the *minimum* power. That would open the way for higher power but would not necessarily mean superpower, since applications would be considered individually.

Under the Havana Treaty, 2 of the 32 Class 1-A or non-duplicated channels allotted this country, may be employed for clear channel service. There is nevertheless a concerted effort being made to duplicate practically all of these waves. The only official expression thus far made has been that by Commissioner T. A. M. Craven in favor of preservation of these channels to provide rural service. Chairman Frank R. McNinch has made no public statement aside from his support of the views expressed by Senator Wheeler (D-Mont.) against clear channels except in isolated instances.

While there are 16 applicants involved in the 500,000-watt hearings set for May 16 (but which probably will be postponed) other clear channel stations desirous of protecting their facilities but not interested in superpower apparently would not be parties. Moreover, it is known that a number of the superpower applicants are only luke-warm on the idea of installing such transmitters, but filed their applications because they desired to protect themselves, and if deemed necessary by the FCC would undertake the superpower installations to preserve their clear channel status.

The Clear Channel Group, formed several years ago to protect encroachments on their facilities, probably will not enter the hearing as a body. Instead, each station is expected to be represented by its own legal and engineering counsel. And the network applicants for superpower likewise will appear independently.

If the hearings are broadened as a result of the promulgation of the new rules, it is entirely possible that two separate issues will be involved—(1) stations which are desirous of procuring superpower and (2) those interested in protecting their clear channels without installing superpower stations.

Applicants for 500,000 watts are WLW, WHO, KFI, WGN, WSM, WSB, KDKA, KNX, KSL, WBZ, WGY, WHAS, WJR, WJZ, WO and WOAI.

New Carnation Series

CARNATION MILK Co., Milwaukee, has started *Jewish Philosopher*, quarter-hour program five days weekly on WFAB, New York. Agency is Erwin, Wasey & Co., N. Y.

KSD IN ST. LOUIS

Has a greater daytime program population coverage area than any other St. Louis broadcasting station.

Carefully censored programs bar the privilege of Station KSD to the unworthy.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

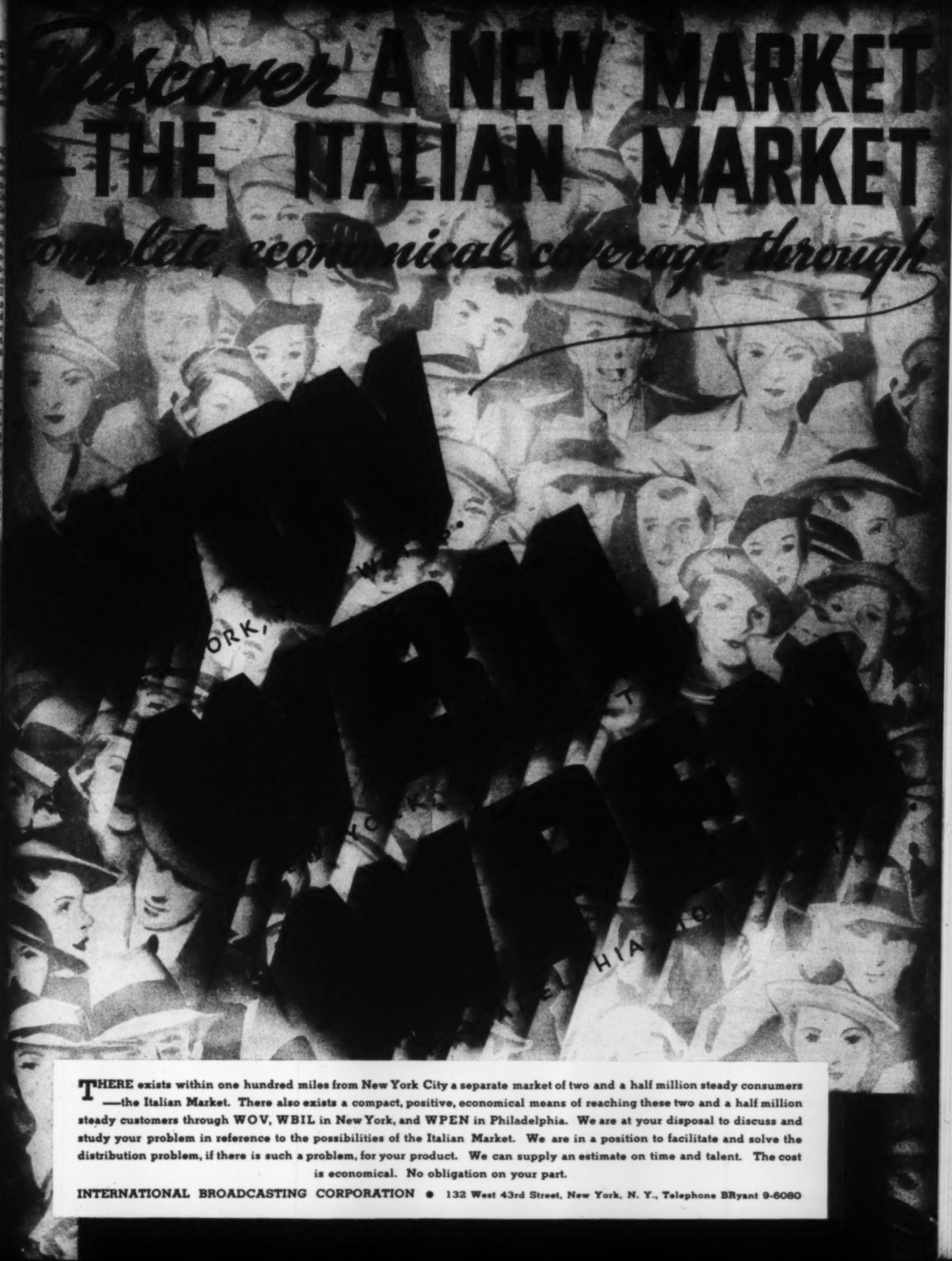
POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Discover A NEW MARKET —THE ITALIAN MARKET

complete, economical coverage through



THERE exists within one hundred miles from New York City a separate market of two and a half million steady consumers —the Italian Market. There also exists a compact, positive, economical means of reaching these two and a half million steady customers through WOV, WBIL in New York, and WPEN in Philadelphia. We are at your disposal to discuss and study your problem in reference to the possibilities of the Italian Market. We are in a position to facilitate and solve the distribution problem, if there is such a problem, for your product. We can supply an estimate on time and talent. The cost is economical. No obligation on your part.

INTERNATIONAL BROADCASTING CORPORATION ● 132 West 43rd Street, New York, N. Y., Telephone BRyant 9-6080

Boylan Bill for Tax on Radio Is Opposed by FCC Members

Head of House Committee Indicates That Measure Is Dead After Getting Commission Opposition

AFTER releasing for publication March 4 a letter from FCC Chairman Frank R. McNinch condemning the Boylan radio station tax bill (HR-6440), Chairman Doughton (D-N.C.), House Ways & Means Committee, said he did not believe hearings on the measure would be justified.

Acting on behalf of the FCC, Mr. McNinch told the House committee the proposed graduated tax on radio stations, based on their power, was not "an adequate or equitable basis. There is no consistent or logical justification for basing a tax on radio broadcasting stations solely on wattage, without regard to income, type of service, geographical coverage or other pertinent considerations," he asserted in his letter to Chairman Doughton.

The NAB Executive Committee, at its meeting in Louisville March 5, went officially on record as opposed to any sort of special tax upon broadcasting. If hearings, perchance, should be held on the Boylan bill or on any other tax proposals the NAB plans to present a solid front against any sort of tax proposition on the ground that radio should not be singled out for discriminatory levies.

The FCC letter, it was learned, was concurred in by Chairman McNinch and Commissioners Craven, Sykes, Brown and Case. Commissioner Walker, it is understood, was agreeable to its transmission but did not actually give it his initialed approval.

On Feb. 23, Rep. Thompson (D-Ill.) had announced that a Ways & Means subcommittee, of which he is chairman, would hold hearings on the Boylan bill. He was in conference with Mr. Doughton just before the McNinch letter was released. Asked if he still intended to hold hearings, the Illinois Congressman said in view of the attitude of the FCC he would confer with Rep. Boylan (D-N.Y.) upon his return to Washington, after which he would issue a definite statement.

A Fatal Blow

Mr. Doughton's action in turning thumbs down on a hearing was interpreted as meaning the death of this measure. He was firm in his opposition to the legislation after reading Mr. McNinch's letter.

The concluding paragraph of the McNinch communication said that if the committee desired the FCC to make a recommendation beyond objections to the Boyland bill and advance suggestions as to a tax on radio broadcasting along scientific and equitable lines, it would be glad to do so.

In view of this statement, Mr. Doughton was asked if his committee intended to call Chairman McNinch for his views on a radio tax bill.

He replied: "I have nothing in mind in that regard at this time."

Mr. Thompson was attracted by Mr. McNinch's willingness to appear and give the Commission's views on a radio tax and indicated that after his talk with Rep. Boylan he may call the FCC chairman.

The whole tenor of Mr. Doughton's remarks, however, was that since the committee had reported out the 1938 revenue act, any proposal for a tax on radio stations should wait until next year when the subject could be taken up during regular consideration of tax questions.

An Inequitable Base

The FCC letter follows in full:

I have your letter requesting recommendation or comments upon HR-6440, a bill "To provide for the taxation of operators of radio broadcast stations," which was introduced by Rep. Boylan of New York.

The bill is apparently designed to produce revenue considerably in excess of the cost of administering the provisions of the Communications Act of 1934 as amended, which deal with radio broadcast stations. The tax base prescribed in the bill, namely, the number of watts of authorized power which a station is licensed to use, does not represent an adequate or equitable basis for such a tax levy; nor is it equitable or proper to classify stations arbitrarily into three groups—those authorized to use less than 1,000 watts, those authorized to use between 1,000 and 10,000 watts; and those authorized to use in excess of 10,000 watts—for the purpose of fixing the tax rate.

There is no consistent or logical justification for basing a tax on radio broadcasting stations solely on wattage, without regard to income, type of service, geographical coverage or other pertinent considerations. The Commission's objections to HR-6440 should not be taken to be objections on the part of the Commission to the principle of levying a tax upon, or charging a fee for, the exercise of the privilege of broadcasting, either for the purpose of reimbursing the Government for the expense incident to the regulation or licensing of broadcast stations or for general revenue purposes. If, however, any such tax or fee is to be levied or charged, the Commission is of the opinion that there should be some proper relationship between the tax base and the tax rate and the purpose for which it is imposed.

The determination of such a relationship is not a simple matter but one which involves many complex factors. Should the Committee desire that the Commission make a recommendation which goes beyond the expression of its objections to the pending measure and advance suggestions as to the manner in which it believes this problem may be scientifically and equitably solved, the Commission will be very glad to comply with any request the Committee may make.

In floor debate March 9 on the general tax bill, Rep. McFarlane (D-Tex.), announced he proposed to introduce an amendment for a gross receipts tax of 10% on all broadcast stations. He estimated that on the basis of a $140,000,000 annual revenue, this would yield $14,000,000. According to competent legislative opinion, however, the proposed amendment would have little chance of enactment since it was not subjected to Committee consideration.

Right in Your Lap
Mr. Sponsor

Thousands of new found radio listeners plus the 2½ million regulars are yours at no extra cost.

The Reason?

Our New 704 Foot Vertical Radiator

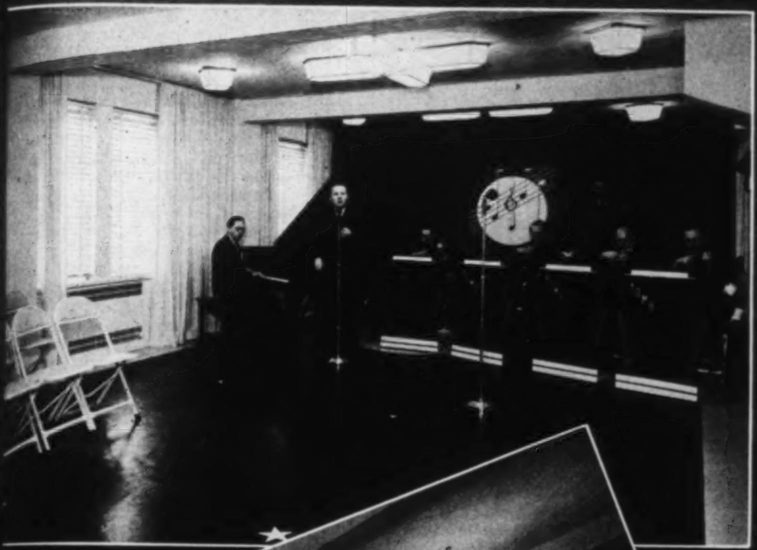
550 Kilocycles **KFYR** 5000 watts Day 1000 watts Night

The Regional Station with the Cleared Channel Coverage

MEYER BROADCASTING COMPANY
BISMARCK • N. DAKOTA

National Representatives—GENE FURGASON AND COMPANY

In New Quarters, befitting its Position



DIO "A"

KOMA

TAKES ENTIRE 24th FLOOR
· · BILTMORE HOTEL · ·

STUDIO "B"

With state officials and civic leaders of Oklahoma City participating, the beautiful new studios of KOMA were formally dedicated Sunday, February 27th. In size, the new quarters are almost twice as large as the former studios, providing efficient working arrangements for the increased staff of the station. In their harmonious decorative effects and modern furnishings the studios are a real achievement in artistic planning. The latest Western Electric control equipment has been installed in each studio control room.

In every way these new facilities reflect the important position of KOMA in the radio life of Oklahoma, as a result of its fifteen years of constructive service.

THE SEAL OF SUPREMACY

NATIONAL REPRESENTATION BY
INTERNATIONAL RADIO SALES
NEW YORK · CHICAGO · DETROIT · LOS ANGELES

MANAGER'S OFFICE

AUDITION ROOM

RECEPTION ROOM

BILTMORE HOTEL

ILTMORE
HOTEL

Home of **OKLAHOMA'S MOST POWERFUL FULL TIME RADIO STATION** ●

NEW PRESTO
16-X
RECORDER

A COMPLETE, two speed, sixteen inch, high fidelity recorder and reproducer mounted in a single case ... the recorder you have always wanted for your shortwave truck and remote pickups where size and convenience in handling are important.

SPECIFICATIONS

SIZE: Width 21"—Depth 24"—Height 13½".

WEIGHT: 79 pounds.

TURNTABLE: Sixteen inch with two speed drive mechanism and PRESTO instantaneous speed change.

CUTTING HEAD: Presto 1-B high fidelity lateral magnetic head, range 50 to 6600 cycles, impedance 8 ohms.

PICKUP: Lateral magnetic, impedance 5000 ohms.

AMPLIFIER: Gain 115 db, power output 4 watts, response uniform within 2 db from 60 to 9000 cycles.

SPEAKER: Eight inch, PM dynamic.

MOUNTING CASE: Black leatherette finish.

MICROPHONE: Velocity with adjustable floor stand.

PRICE $560.00 FOB N. Y.

A bulletin describing the Presto 16-X recorder will be sent at your request.

PRESTO RECORDING CORPORATION
147 WEST 19th ST., N. Y.

Toscanini to Present NBC Concerts For Three Years Under New Contract

ARTURO TOSCANINI has signed an agreement with NBC to make his radio concerts with the NBC Symphony Orchestra his principal activity during the next three years, it was announced March 5 by David Sarnoff, president of RCA and chairman of the board of NBC. The maestro will return to this country in October of this year to conduct a 1938-39 series of at least 12 concerts.

Mr. Sarnoff, speaking during the intermission of the final Toscanini concert of the present season on March 5, said Toscanini "will also give a number of concerts in several American cities, which will enable the public to see, as well as to hear, his performances with this orchestra."

Public Approval

"The many letters and messages which have come to us," he continued, "are unanimous in their approval of this effort. They enthusiastically urge its continuance. At the same time, the press of the country has been most generous in the space it has devoted to reviews of these programs by eminent music critics.

"All this has been most gratifying to Maestro Toscanini, to the members of our orchestra, and to all of us who have been privileged to participate in this undertaking. It has made possible the more extended arrangements which I have announced to you tonight.

"The National Broadcasting Co. is an American business organization. It has employes and it has stockholders. It serves their interests best when it serves the public best. We believe in this principle and maintain it as our guiding policy. This is why we organized the new NBC Symphony Orchestra and invited the world's greatest conductor to direct it.

"Much as all of us in NBC admired Maestro Toscanini before he joined us last fall, our admiration for him has grown with each succeeding week. And to that statement I would like simply to add that we have also come to love him."

Mr. Sarnoff also read a letter he had received from Mr. Toscanini: "At the close of almost three months of concerts I feel a great sadness in leaving these colleagues who with great devotion and a spirit of service to our art have worked with me to the realization of this first series of concerts. I hope that we have satisfied the public and that we have brought also to varied distant regions and in humble homes serenity and the magic joy of an hour of music.

NBC's Boomerang

MAESTRO Toscanini's rejection of studio drums as inadequate for the solemnity of Verdi's "Requiem", included in the NBC Symphony Orchestra's charity concert at Carnegie Hall, New York, on March 4, started NBC on a frantic search for a more suitable instrument. First choice was the drum of the University of Chicago band, said to be the largest in the country, which was borrowed from the University and rushed to New York by a special boxcar hitched to a fast passenger train. When the drum arrived it proved too large for the elevators to handle and had to be returned to Chicago unboomed. Cost of transportation, paid by NBC, totaled $1,200. Drum used in the concert was that of the American Legion post of Greenwich, Conn.

"I am consoled in the sadness of realizing that this series of concerts has ended by thinking of next October when I return to work with such perfect material.

"Dear Sarnoff, thank you, and please thank for me, Mr. Lohr and Mr. Royal, because I can so well understand and appreciate how much you have all done to spare me any annoyances and to give me the great happiness of working with you all. And above all, thank you from the bottom of my heart for the great generosity of the National Broadcasting Co. organization, who, with magnificent gesture, put at my disposal this superb orchestra for the purpose of giving two benefit concerts.

"Dear friends, this is not goodbye, but a very tender and affectionate 'arivederci and grazie.'"

Further details about the tour to be made by the orchestra next year were not available, nor were the financial terms of the three-year contract made public. Next season's concerts will start in November.

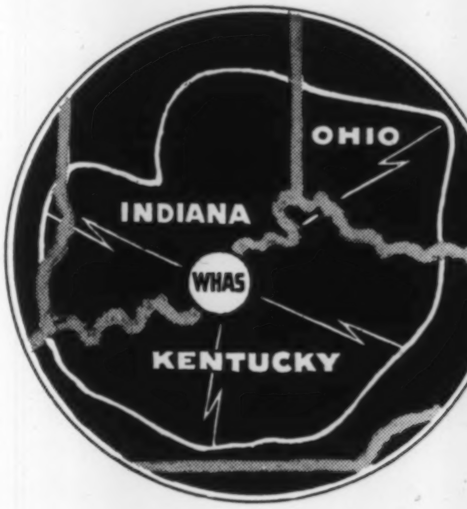
Symphony Continues

CARLOS CHAVEZ, conductor of the Symphony Orchestra of Mexico City, followed Arturo Toscanini in directing the NBC Symphony Orchestra. Others to conduct are Artur Rodzinski of the Cleveland Orchestra; Pierre Monteux, France's foremost conductor and now leader of the San Francisco Orchestra; Sir Adrian Boult of the BBC Symphony Orchestra; and Bernardino Molinari, maestro of the Augusteo Concerts in Rome.

FIFTEENTH annual observance of National Music Week will be the first week of May, according to David Sarnoff of NBC, chairman of the committee, who announced the keynote of the week as "Foster Local Music Talent".

Midwest Advertisers, Agencies, Stations, Educational Institutions
•
540 N. MICHIGAN AVE. Is Our New Location
•
Phone or wire your recording needs to:
PRESTO'S Midwest Factory Representative
BROCK-FORSYTHE CO.
540 N. MICHIGAN AVE.
CHICAGO • ILL.
Superior 3881

This map shows our Proved Primary Listening Area . . .



But we are regularly heard clearly in 40 states

The Sweetest Story Ever Told

TO YOU, maybe, it's that old one about love. But in these parts it's the one about Kentucky tobacco farmers, as told by the Associated Press on February 17, to-wit:

Kentucky tobacco farmers have received for their 1937 crop approximately $61,000,000 cash, slightly more than they got for the 1936 yield.

* * *

Sixty-one million dollars is a heap of cash money. Most of it will be spent during the next 300 days for necessities and luxuries—practically everything in the American market.

You can most economically and satisfactorily get your share of the business by using this big popular pioneer station in the Heart of the Rich Ohio River Valley.

We have a library of facts, figures, graphs, charts, squares, circles, maps, decimal points, asterisks, footnotes, spiral bindings and a rainbow of printer's inks to support our claim. Just say when and where.

50,000 WATTS . . . Nationally Cleared Channel

STATION WHAS LOUISVILLE

820 Kilocycles — CBS Outlet

EDWARD PETRY & COMPANY, National Representatives

COURIER - JOURNAL & LOUISVILLE TIMES STATION

AFA Radio Plans

RESUMPTION of the practice of holding a broadcast advertising departmental in conjunction with the annual conventions of the Advertising Federation of America is being espoused by that organization. The next convention of AFA will be held in Detroit in June. Whether the NAB will participate will depend upon action of the board of directors—probably at its March 21 meeting. During the last three years the NAB has not held a departmental but prior to that time did so on an annual basis in the nature of a Commercial Committee meeting to which advertisers and advertising agency representatives attending the AFA convention were invited.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
Michigan's No. 1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

Cairo Conference Studies Allocation

No Decisions Made on Demands For Additional Facilities

DEMANDS of broadcasting, aeronautical and other interests for additional frequencies dominate the International Telecommunications Conference in Cairo but with no decisions yet reached on specific allocations.

The conference, which began Feb. 1, has divided into committees, subcommittees and even subsubcommittees to consider technical allocations. Allocation of additional shortwave frequencies for international broadcasting and for domestic broadcasting in the tropical countries, notably South America, is regarded as likely.

A general study of allocations beginning at the bottom of the band has been started and the preliminary discussions have indicated there will be an effort to assign additional frequencies between 150 and 400 kc. to broadcasting and to aeronautics. Aeronautical groups are fostering allocation of more high frequencies for their type of service with the facilities to be taken from those now allocated to mobile services.

Distress Messages

The perennial question of utilizing the 500 kc. international distress frequency for regular traffic, rather than keep it open only as the "SOS" channel, again has arisen. The United States delegation is seeking to reserve this frequency for calling and distress only but it appears likely that it will be opened to certain classifications of traffic.

The subcommittee dealing with broadcasting in the tropics has centered discussion on the band between 4790 and 4880 kc. as available for broadcasting in the tropics, to be shared by other services. There is no definite conclusion on this, however. A subcommittee is studying broadcasting above 6000 kc. but thus far it has been confined to discussion of more efficient use of present bands assigned to broadcasting.

Whether the conference will be able to conclude its work by March 17 remained very much in doubt. It has already decided that it will wind up by March 31 at the latest but there is even doubt about that.

STAMPS — Commemorating the International Telecommunications Conference at Cairo and of the late Guglielmo Marconi, issued recently by the Egyptian and Italian governments, respectively.

FCC Assignments

UNDER routine FCC assignments for March, Commissioner Walker has jurisdiction over routine broadcast applications and emergency broadcast authorizations; Commissioner Brown handles aeronautical, aircraft, geophysical, motion picture and similar matters; Commissioner Case, Alaska; Commissioner Craven, certificates of public convenience and wire extensions; Commissioner Payne, tariffs, and Commissioner Sykes, motions docket and other legal formalities.

Blue Dew Placing

ELLIS ADV. AGENCY, Buffalo, has produced and is placing a series of one-minute transcriptions for the Blue Dew Co., Rochester. Toronto office of the agency has produced a series for Canada Balsam Products Co., Calender, Ont., which is running on a test basis on two Toronto stations.

Liquor Ban Urged In Federal Bills

Lottery and Gift Plans Are Included in Legislation

REP. CULKIN (R-N. Y.) and Senator Edwin C. Johnson (D-Col.) have introduced identical bills (HR-9624, S-3550) in the House and Senate, as an amendment to the Communications Act, to prohibit radio advertising of alcoholic beverages and any lottery or gift enterprise scheme.

This proposal squares with the recommendation of Chairman Frank R. McNinch of the FCC to the National Association of Broadcasters at the recent convention that liquor advertising be banned from the air.

The Culkin-Johnson bill, which has been referred to the Interstate Commerce Committee of both houses, provides a maximum fine of $1,000 and imprisonment of not more than a year for convicted violators, and makes unlawful the broadcast or permit to broadcast any liquor or lottery advertisement.

(a) No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprize, or scheme, whether said list contains any part or all of such prizes.

(b) No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall permit the broadcasting of, any advertisement of or information concerning any alcoholic beverage, if such advertisement or information is broadcast with the intent of inducing the purchase or use of any alcoholic beverage.

(c) Any person violating any provision of this section shall, upon conviction thereof. be fined not more than $1,000 or imprisoned not more than one year, or both, for each and every day during which such offense occurs.

LaRosa on WOR

V. LaROSA & SON, New York (macaroni and cheese products), on March 9 started a weekly half-hour program on WOR, Newark, featuring Carlo Morelli, Metropolitan Opera baritone. Orchestra is under the direction of Alfredo Antonini. Commercial Radio Service, New York, is agency.

THE PEOPLE'S CHOICE

-For Low Cost Sales

WIS-WPTF—the Carolina Combination—blankets areas in the two Carolinas where more than 1/3 of the Nation's tobacco crop is produced . . . Sold at one low rate, these twin stations give you the most practical platform in the Carolinas for low cost sales.

Maj. R. E. Zultz

The CAROLINA COMBINATION
WIS — COLUMBIA, S. C. — 5000 WATTS, NBC
WPTF — RALEIGH, N. C. — 5000 WATTS, NBC
Represented by Free & Peters, Inc.

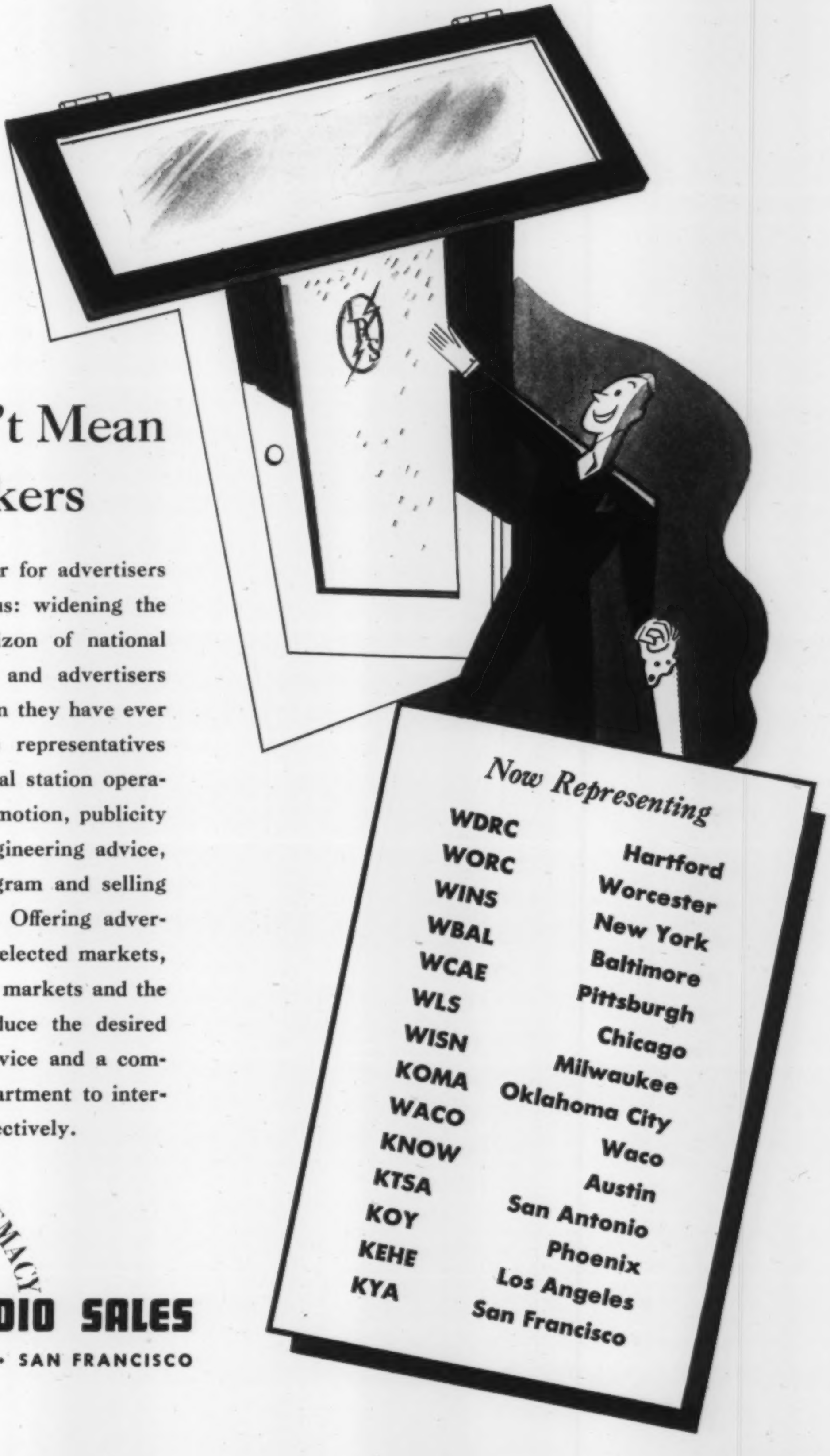
560 WIS
680 WPTF

Sold at one low rate

NORFOLK - VIRGINIA
National Representative - EDWARD PETRY & CO.
WTAR
VIRGINIA'S OLDEST BROADCASTER

POWER!
10,000
10,000
10,000
10,000
10,000
KTHS
Serving Arkansas from Hot Springs
CLEAR CHANNEL
GENE FURGASON & CO.
Representatives

We've WIDENED *the* Transom!



Now Representing

WDRC	**Hartford**
WORC	**Worcester**
WINS	**New York**
WBAL	**Baltimore**
WCAE	**Pittsburgh**
WLS	**Chicago**
WISN	**Milwaukee**
KOMA	**Oklahoma City**
WACO	**Waco**
KNOW	**Austin**
KTSA	**San Antonio**
KOY	**Phoenix**
KEHE	**Los Angeles**
KYA	**San Francisco**

But That Doesn't Mean We're Order Takers

It *does* mean we're making it easier for advertisers and stations to do business with us: widening the transom means widening the horizon of national representation service to stations and advertisers alike. Offering more to stations than they have ever before received: experienced sales representatives with a thorough knowledge of actual station operations, station relations counsel, promotion, publicity and merchandising cooperation, engineering advice, a clearing house of successful program and selling ideas, and above all *more business*. Offering advertisers: succinct information about selected markets, a well rounded knowledge of those markets and the best way for each station to produce the desired results, an exhaustive program service and a completely organized transcription department to interpret your idea economically and effectively.

THE SEAL OF SUPREMACY

INTERNATIONAL RADIO SALES

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Forms Service Bureau

O. H. TUNELL, for four years treasurer and business manager of Hearst Radio Inc., has formed Broadcasters Service Bureau, with offices at 37 W. 57th St., New York. Chief feature of the Bureau's service to stations is installation of the uniform accounting system which Mr. Tunell developed for the Hearst stations after examination and experiment with a number of different methods of keeping station records. Bureau is equipped, however, to give engineering advice, sales representation, tax services and to handle negotiations with networks, unions, music publishers and other matters in which the Bureau could act as agent of the station, saving time and traveling expenses for the station management.

CONTROL in the PALM of the HAND

Astatic Grip-to-Talk Model GD-104 Microphone and Stand with relay operating switch for remote control of amplifiers and transmitters through suitable relay systems. Chrome and telephone black finish. Complete with cable. Full year guarantee. LIST PRICE $27.50.

ASTATIC MICROPHONE LABORATORY, Inc
Dept. O-10 Youngstown, Ohio
Licensed Under Brush Development Co. Patents

ASTATIC

Guestitorial

THE STEP-CHILDREN OF RADIO

By FRANK QUINN
KLZ, Denver

RADIO is slowly but surely killing the goose that has been laying golden eggs for a number of years. The golden eggs are the dollars made from daytime programs; the goose, in more ways than one, is the daytime audience.

Most network daytime programs seem to be produced solely for those who listen faithfully several hours or all day every day. Admittedly, a certain percentage of the day audience listens faithfully every day, but there are many listeners of both sexes who depend upon radio for occasional entertainment, and there are many who do not like dramatic serials or other all-talk programs. To these, daytime offers very little.

Talk, Talk, Everywhere

The schedules of almost all major network stations are loaded with dramatic serials or other all talk programs, and advertisers continue to buy more of them. Even spot advertisers are joining the parade and are contracting for transcribed serials. In cities where there are two or three major network stations and one or two low-powered stations, the daytime listener will have great difficulty finding a worthwhile musical program. It is true that few serials or other all-talk programs are carried by the small non-network stations, but here the listener is very likely to tune in a transcribed program loaded with participating announcements.

The five-day-a-week serial provides an economical way to reach the radio audience every day. There are no high-priced stars to pay and there is the benefit to be gained from the repetition of advertising. The serial program unquestionably carries over an audience from day to day, but how large is the faithful audience that is carried over? How does it compare with the thousands who do not like serials, with the thousands who are regular but occasional listeners and automatically tune out dramatic serials because they are not familiar with the characters?

Regular But Intermittent

I believe the percentage of faithful listener to any serial is very low as compared to the occasional radio audience. It seems to me that our method of living must bring us to the conclusion that the great majority of the radio audience is composed of those who listen regularly perhaps, but intermittently.

Few women or men stay home all day, every day, and many women, housewives and others who are not engaged in industrial work, spend hours away from home shopping, playing bridge, at movies. There must be thousands of women who never have time to follow a serial. Consider, too, that the serial type of program alienates almost entirely the male audience since these programs are built for women, are frequently filled with sentiment repugnant to the average man. A recent survey by CBS showed that about 35% of the daytime audience is composed of men, and I question the wisdom of ignoring that percentage of listeners at any time. Add to these thousands of men who want radio entertainment in the daytime the many thousands of women who are occasional listeners and you have a tremendous number of people who will never be reached by dramatic serials and who are gradually souring on broadcasting. They are the stepchildren of radio.

Little Time for Music

Of course some of the serials and all-talk programs have been very successful, but if advertisers continue to try to emulate the success of the few favorites and fill the daytime schedules with all-talk programs, the result is inevitable. Occasional listeners will become more and more discouraged and great numbers will be almost entirely lost to the advertiser.

In addition to dramatic serials there are such programs as *Dr. Dafoe, The Voice of Experience,* women's news features such as those of Kathryn Cravens and Mary Margaret McBride, home economics programs such as Mary Lee Taylor and Betty Crocker. Add to these the many educational features, both local and national, local home economics programs, program reviews, market reports, news programs, the inquiring reporters program and the many trick programs now in vogue and it can readily be seen that little time is left for the musical programs that thousands of regular but intermittent listeners expect.

Of course there are daytime sustaining musical programs on the networks, but lately they are becoming scarce except on Saturdays and Sundays. The program of the New York Philharmonic Society, for example is broadcast on Sunday and the Cincinnati Conservatory program is broadcast on Saturdays. Few of the good dance bands are on the air during the day and in fact, what one hears mostly on weekdays in the way of music is the bovine imitations of a girl trio or something equally inane.

Some may say that occasional listeners deserve little consideration, but I maintain that in the aggregate they represent the great majority of the listening audience and that they had better be given consideration if day time radio is to continue to get results for the advertiser.

Heinz Off for Season

H. J. HEINZ Co., Pittsburgh (57 Varieties), on March 21 drops *Carol Kennedy's Romance,* on CBS 5 days weekly, and on March 27 *Heinz Magazine of the Air,* on CBS Sundays, also goes off the air. While no future plans have been made, the company will probably resume radio advertising next fall. Reports that the strip show will be put on transcription are unfounded, according to the agency, Maxon Inc., New York.

Lehn & Fink Cuts

LEHN & FINK Products Co., New York, on April 1 takes two CBS programs off the air for the summer. *Dr. Allan Roy Dafoe,* for Lysol, and *Follow the Moon,* for Pebeco toothpaste, have been running in that order five days weekly a 4:45-5:15 p. m. on 22 stations, and are expected to return in the fall. Agency for both is Lennan & Mitchell, New York.

THE MOST POWERFUL STATION

DENVER
ST. LOUIS
800 MI.
560 MI.
660 MI.
KVOO TULSA
DALLAS

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

News
is your best bet
TRANSRADIO

The Chemist would call it a Catalytic Agent

INTO CHEMICAL reactions the scientist sometimes introduces a substance which, though it does not actually unite with any part of the experiment, has the peculiar power of stimulating the desired reaction and accelerating the union of the elements involved. He calls this substance a *catalytic agent*. Without it his work would go more slowly.

Into the complex chemistry of American civilization a strange new force has come to break down the barriers of space and time and draw a hundred and twenty million people into a more harmonious union with each other.

It moves the loneliness of the farm into the hurly-burly of the city and leaves both with broader vision for the contact.

It carries the forms of science into the remotest corner of the land, and knowledge to the most isolated mind.

It is the world's most powerful disseminator of culture for through it music has been brought out of the concert hall and into the heart of a whole nation, something centuries had not accomplished before.

It is the servant of the man who buys and the man who sells, giving to each the facts that he should know before he makes a decision.

It brings the goods of a nation's market places to each man's fireside and let's him choose what he should buy at his leisure. . . .

It leavens the very language we speak until local and provincial peculiarities bid fair to disappear in a single generation.

It can, *and is*, teaching a lesson in citizenship by bringing our common problems into a common focus. . . .

All this is Radio, the greatest single catalytic agent in the moulding of a better America. And yet Radio is not, in itself, a force for good. One look across the sea can show it used to perverse ends. . . .

That radio, in America, has acted for the common good is due to those who have guided the working of it. They have taken a strange new force and put it to work for the betterment of us all.

This is the American System of Broadcasting.

A message in the interests of the American System of Broadcasting by one privileged from time to time to have contributed to its progress, by one seeking new ways to broaden its services to the American listener.

WSM

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President in Charge of Radio*

HARRY STONE, *General Manager*

OWNED AND OPERATED BY

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INC., NASHVILLE, TENNESSEE

Remember

IN radio advertising, that ounce of prevention known as transcription quality is worth many pounds of cure.

Although they represent but a fraction of total costs, your transcriptions may make or break your entire campaign. They affect the value of every dollar you spend on time, talent, and advertising brains.

Protect that important investment with WORLD'S *Vertical-Cut* Wide Range recording. This is no make-shift medium! Here is advertising economy — the *least* you can spend to guard *all* that you spend. WORLD'S *Vertical-Cut* method is tops in transcription quality, combining the experience and resources of three great leaders: Bell Laboratories, for scientific research; Western Electric Company, for manufacturing skill; World Broadcasting System, for radio recording.

In this intricate industrial art, there is no substitute for experience (and no short cut). At Transcription Headquarters, there is no compromise with quality. That is why 120 adver-

r he well-known ounce of

PREVENTION

tisers in 1937 specified "WORLD" for their transcribed programs, involving 32,000 hours of station time valued at more than $10,000,000 . . . why 453 stations have installed special reproducing equipment to broadcast WORLD'S *Vertical-Cut* programs . . . why your *next* program should be recorded by the *Vertical-Cut* Wide Range method, offered only by WORLD at Transcription Headquarters.

• • •

"Hearing is Believing!" An audition, at any World office or World-affiliated station, will prove to you there's nothing on the air to equal the beauty and realism of *Vertical-Cut* recording and reproduction.

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA · CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON

BROADCASTING
and
Broadcast Advertising

Published by
BROADCASTING
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SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● HAL TATE
HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Service First!

AGAIN radio rises to the occasion as disaster sweeps into desperation a flood-ravaged Los Angeles. It was a repetition on a somewhat smaller scale of the humanitarian service rendered during the eastern floods of 1936 and the Ohio Valley flood of 1937.

Again stations threw their commercial commitments to one side for the serious work of telling the public what was happening, where it might strike next, and what to do about it.

Again radio provided the sole means of communication between flood-isolated areas and those not similarly stricken. Early in the disaster a web of remote pickups was established and contact made with public, civic and charitable agencies in Southern California.

Again the faithful executives and employes who manned stations in the affected region stood by their posts, risked life, endured hardship, dismissed all thoughts of sleep.

In the oft-repeated tale of radio's contribution to life and safety there may be found a quiet answer to the raucous charges that broadcasting is a greedy industry that surrounds a deluge of commercial announcements with a minimum of entertainment and public service. Those who belittle radio cannot belittle the lives that are saved in time of catastrophe by broadcasters who ignore costs and contracts to serve their fellow men.

Whose Public Interest ?

THE WATTAGE tax bubble has bursted. The FCC has told Congress the Boylan Bill is illogical and inequitable. Therefore, Chairman Doughton of the House Ways & Means Committee is all in favor of stuffing it back into a pigeonhole to die with this Congress.

That is gratifying. But it doesn't end the tax menace by any means. While the FCC turned thumbs down on the Boylan bill, after it had been given a rather surprising joyride by a number of newspapers, it left the way open for a Congressional invitation for recommendations on some other species of tax. We contend there is no way in which a special levy on broadcasting can be justified. Broadcasters pay general taxes along with others. They shouldn't be singled out for discriminatory levies.

But aside from taxes, the radio pot continues to boil. And it is largely a political pot. There is talk about the franchise given broadcasters to "serve public interest", which appears to be the catch-all phrase. Public interest for whom? For the handful of bellicose Congressmen who feel radio can do no *right* and who have exerted all too much influence upon the FCC? Or public interest for 130,000,000 Americans? The listeners themselves are the best judges of whether their interests are being served. *They* are the public. We know of no concerted complaint from even a fraction of that 130,000,000.

By degrees the FCC is establishing new policies. Thus far it has not crystallized its views on the more important issues—like station transfers and newspaper ownership. Whatever the influences behind these issues, the FCC should not delay too long in reaching its conclusions. To us it appears inevitable that it cannot deny a broadcaster the right to sell his property at whatever price the purchaser is willing to pay if otherwise qualified to hold a government license. After all, he who buys does so at his own risk. He gets a six-month license; if he fails to meet the requirements of public service, and the FCC is the supreme judge, he stands to lose his right to operate altogether.

And on the newspaper ownership issue, it appears unlikely that Congress would legislate or that the courts would sustain any fiat that would deprive any class of American citizen the right to engage in any pursuit of his own choosing. Here again he must meet certain prerequisites, but these apply to all classes and creeds alike.

There are many other questions of policy that confront the FCC. Practically all are involved in pending cases. The sooner these are decided by the FCC, and where necessary, adjudicated in the courts, the better it will be for government, for industry, and for the 130,000,000 Americans whose welfare constitutes the "public interest."

The Burden-Bearer

DESPITE veiled statements to the contrary, the view persists that the project for a uniform accounting system on broadcasting, as planned by FCC Chairman McNinch, has rate regulation or possibly profit limitation implications. Last week the FCC received from its accounting department a proposed draft of a system, which it is now considering. The promise is made that all licensees will be given full opportunity to criticize it.

In these columns we have held before that there is no feasible basis for rate regulation of broadcasting. It is not a common carrier, open to all-comers. Listeners pay nothing for service. Rates are regulated to safeguard the public; not a handful of radio advertisers who would soon manifest their displeasure if rates were out of line by the simple expedient of dropping radio as an advertising medium.

Volumes could be written on this subject. It is enough to say, however, that the FCC is entitled to comparable data on station operations. But it probably could procure all it needs simply by having stations supply it with actual figures showing net and gross incomes (which includes expenditures of course). Thus, it would receive uniform *returns* from stations without imposing the burden of complicated accounting methods that unquestionably would prove a costly hardship for the smaller stations, which constitute the body politic of the industry. It should be remembered that two-thirds of the 700 stations are in the "small business" category.

The RADIO BOOK SHOP

WRITTEN for listeners who want to know how a radio station is organized, *Both Sides of the Microphone* has been published by John S. Hayes, assistant production chief of WOR, Newark, and Horace J. Gardner, radio commentator and associate of J. B. Lippincott Co. (J. B. Lippincott Co. $1.25). The other side of the microphone appears as a series of short essays by prominent radio personalities on what they think of radio's possibilities as a social force in America.

VOLUME VI-b of *Market & Newspaper Statistics* was recently released by the American Association of Advertising Agencies, 420 Lexington Ave., New York. It deals with the 63 cities over 100,000 population in the United States and Canada in which newspapers were audited to March 31 and June 30, 1937. Included are latest figures on population, number of families, English reading persons (English speaking persons for Canadian cities), income tax returns, audited newspaper circulations, linage, retail rates, general rates, the differential between retail and general rates, and an analysis of sections of A.B.C. Audit Reports dealing with circulation inducements.

WHAT students of all ages prefer in radio and how classroom teachers may best utilize radio in the schoolroom are summarized by Margaret Harrison in her recently published *Radio in the Classroom* (Prentice-Hall Inc., $2.50). During a three-year investigation of radio for Teachers College, Columbia U, and later as radio consultant for the Progressive Education Assn., Miss Harrison gathered data indicating the power of radio in education. Her description of classroom practice in teaching students how to choose programs with discrimination and how to evaluate commercial advertising is well worth while.

A REVIEW of educational radio in Great Britain has been issued by the National Advisory Council on Radio in Education, 60 E. 42d St., New York under the title *School Broadcasting in Great Britain.* It is No. 17 in the Council's Information Series, and is edited by Levering Tyson.

We Pay Our Respects To —

WILLIAM EWART GLADSTONE MURRAY

ACTION flows fast around some men. A few always are to be found where history is in the making. Such a man is William Ewart Gladstone Murray (namesake of Britain's great Prime Minister), whose record of achievement includes stardom in athletics, a Rhodes scholarship, ace ranking as World War flier, an executive position with the League of Nations, pioneering in journalism as founder of the British Broadcasting Corp's successful magazines and, latterly, the general managership of the Canadian Broadcasting Corp.

Maj. W. E. Gladstone Murray, who prefers to sign himself simply as Gladstone Murray, was only 19 when he began carving his initials in the history of Canadian athletics as captain of McGill University's championship track team. But that's getting ahead of the story.

He was born April 8, 1893, in Maple Ridge, Fraser Valley, British Columbia. Fraser Valley, near where his father had been a school master since 1872, he describes as forest country 25 miles east of Vancouver. In 1904 the Murray family moved to Vancouver, where Gladstone attended high school. In 1910 he entered McGill University, Montreal, where he not only distinguished himself as a student, but ran the mile in the phenomenal time (for that day) of 4:21. He captained the McGill track team to the intercollegiate championship. Graduating, he did free lance work for the *Montreal Herald* and journeyed to the West Indies and South America, contributing to a series of books titled "Twentieth Century Impressions of the West Indies and Western Republics of South America". A Rhodes scholarship took him to Oxford—and England.

One year at Oxford when war shook Europe, young Murray was given a commission in the Highland Light Infantry. In 1914 he transferred to the Royal Air Corps. When he left the air service in February 1919, after five years successively as observer, pilot, squadron commander and acting wing commander, he had hung up a record of 3,000 hours of war flying.

The war had its moments of humor for the youthful aviator. Returning to his hangar after an early-morning foray, he was guided by the bearings of a nearby German airdrome. Unfortunately they were wrong and he crashed. Unharmed, he hurried to his squadron, took off in another ship ,and dropped a message over the German airport, chidingly referring to Boche carelessness. But the episode wasn't ended. Later he learned that the chivalrous enemy had written a note of apology and had dropped it over what they took to be the British airport. Instead, it was a German field. The note reached the hands of the commanding officer, who punished the writers for communicating with the enemy.

When Baron Richthofen, ace Hun strafer of Allied planes, finally suffered the fate he had meted to so many of his enemies, Murray was selected to drop a note over the enemy airdrome telling the Baron's comrades of his final flight.

During his war days Maj. Murray became acquainted with Capt. P. P. Eckersley, grandson of the famous English scientist, Thomas Huxley. Capt. Eckersley talked with his friend about the commercial possibilities of radio and predicted that some day it would sweep the world. Thus, young Murray was introduced to broadcasting.

After the war he joined the staff of Lord Beaverbrook's *London Daily Express*. Next he went to Geneva as publicity director of the League of Nations Union. In 1923, when Radio Communications Co. was forming the British Broadcasting Corp., he entered the employ of the former company, later transferring to the BBC when, under government auspices, it separated from the parent organization. His tenure wtih the BBC was marked by steady progress and epoch-making innovations. He

(Continued on page 50)

PERSONAL NOTES

EDWARD F. McGRADY, former Assistant Secretary of Labor and vice-president in charge of labor relations for RCA, has been appointed chairman of the Radio Division of Labor's Committee for Civilian Relief in China. He plans to complete organization of the broadcasting field as a division of this Committee.

DUKE M. PATRICK, Washington radio attorney, is recuperating from an emergency appendectomy, performed March 6 at Emergency Hospital.

BERNARD T. WILSON, formerly program director of KGVO, Missoula, Montana, and on the sales staff of WIBN, Jackson, Mich., has joined the sales staff of WKBZ, Muskegon, Mich.

CLYDE COOMBS, member of the San Francisco sales staff of NBC, resigned recently to take an agency post in Hollywood.

HERBERT WIXSON, formerly assistant manager of KHQ-KGA, Spokane, has joined KHJ, Los Angeles, as account executive.

LOUIS K. SIDNEY, head of the M-G-M radio department, Hollywood, has returned to the West Coast after a business trip to New York in connection with operation of WHN, of which he is managing director.

C. W. MYERS, president of KOIN-KALE, Portland, Ore., and Mrs. Myers, and Arthur B. Church, president of KMBC, Kansas City, and Mrs. Church, returned to their respective homes March 13 after a cruise to Nassau from Miami. The vacation trip started early in February and included the NAB convention in Washington.

BEN B. SANDERS, formerly commercial manager of several California stations, and lately on the sales staff of KFJB, Marshalltown, Iowa, has been made manager of the Hannibal, Mo., studios of WTAD, Quincy.

WALTER ZAHRT, former research director of Tracy-Locke-Dawson, Dallas agency, on Feb. 21 joined KWKH and KTBS, Shreveport, as national sales promotion manager.

DR. V. K. ZWORYKIN, television director of RCA, spoke on developments in television March 3 before the Patent Office Society in Washington, D. C. He described development and operation of the iconoscope and kinescope, told of the intricate research necessary to raise efficiency of projection and reception.

RICHARD O'DEA, vice-president, WNEW, New York, will return March 18 from a cruise to South America.

WALTER J. DAMM, managing director of WTMJ, Milwaukee, and Mrs. Damm were to return from a vacation trip to Mexico on March 14.

EDMUND A. FAULKNER, formerly in charge of merchandising and sales promotion in the Midwest for Borden Co. and on the sales staff of various Chicago newspapers, has joined the sales staff of WHIP, Hammond, Ind.

FRED A. McCABE, of the sales staff of the United Press, has been assigned to the Southern territory with headquarters in the Western Union Bldg., Atlanta. He will contact stations in connection with the UP Radio News Service.

EVERETT SMART, former newspaper man has been named assistant manager of WMBH, Joplin, Mo. Billie Ruth James, secretary at WMBH, has returned to work following an appendectomy.

JOHN PALVIS, Coe College graduate, has joined the sales staff of WMT, Cedar Rapids, Ia.

GEORGE BIJUR, president of George Bijur Inc., New York, spoke March 2 before the alumni association of Sarah Lawrence College on "Eliminating Waste in Advertising".

J. J. ARNONE, NBC architect, has returned to New York after seven months in Cleveland, supervising the construction of the new WTAM studios.

JACK LIGHT, assistant manager of WTAR, Norfolk, Va., recently married Ada Biggs.

H. V. KALTENBORN, who has been ill for several weeks, recently resumed his place in the *Headlines and Bylines* program Sundays on CBS.

Robert P. Scripps

ROBERT PAINE SCRIPPS, controlling stockholder of the Scripps-Howard Newspapers and of Scripps-Howard Radio Inc., died of an internal hemorrhage March 3, aboard his yacht *Novia Del Mar* in Magdelena Bay, Lower California. He was 42 years old. Placed in command of the Scripps enterprises at 21 by his father, the late E. W. Scripps, Robert Scripps showed great ability for aggressive editorial leadership. A few years later Roy W. Howard left the presidency of the United Press to become his associate, and in 1922 the Scripps-Howard partnership was formed. At the death of E. W. Scripps in 1926, control of the concern was vested in a trust, of which Robert P. Scripps was sole trustee during his lifetime. The trust provides that following his death the control shall be vested in three trustees: Mr. Howard, chairman of the executive committee of all Scripps-Howard corporations; William W. Hawkins, chairman of the board, and George B. Parker, editor-in-chief.

Although his interests included several radio stations, operated by Scripps-Howard Radio Inc., a subsidiary, Mr. Scripps did not display great interest in radio, according to his associates, who said he was primarily concerned with editorial policies of the Scripps-Howard papers. Mr. Scripps is survived by his widow, Margaret Culbertson Scripps, and their six children.

Frederick B. Stone

FREDERICK BRYANT STONE, 30, song writer and for more than nine months staff announcer of KGFJ, Los Angeles, died at the General Hospital, that city, on March 1, following a major operation. Born in Paducah, Ky., Mr. Stone was program director of WPAD, that city, before coming to the West Coast. He had written several popular songs and a week prior to his death a major Hollywood studio had optioned one of his compositions, Fog Bound, for use as the theme for a forthcoming picture. He is survived by his widow, Lillian Stone, and a daughter, Caroline Lee, radio dramatic players, both of Los Angeles; his father, John A. Stone, and a sister, Gertrude Stone, who reside in Paducah.

Ferdinand S. Schenck

FERDINAND S. SCHENCK, vice-president of Albert Frank-Guenther Law Inc., New York, died suddenly of a heart attack at his home in Chappaqua, N. Y., on Feb. 28. Mr. Schenck, who was 49, had previously been with J. Walter Thompson Co.

BEHIND the MIKE

GEORGE DEWEY HAY, "Solemn Old Judge" of WSM and one of radio's pioneer figures, returned to the air March 5 after an absence of more than a year because of illness. Originator of the *Grand Ole Opry*, his resumption before the mike brought in hundreds of telegrams and calls from listeners. In 1925 he was chosen in the first national popularity poll ever conducted as the best liked announcer.

GEORGE SUTHERLAND, formerly of CBS, Chicago, has joined the announcing staff of WIP, Philadelphia. He replaces Jack Barry, resigned.

GEORGE T. CASE, formerly of WIS, Columbia, S. C., has been named program director and production manager of WDNC, Durham, N. C.

GLEN PARKER, formerly of WLW, Cincinnati, and KFJB, Marshalltown, Ia., has joined the announcing staff of WHO, Des Moines, to replace Harold Grams who has joined the staff of KSD, St. Louis.

FRED McDOWELL, announcer and publicity director of CFAC, Calgary, has joined CJAT, Trail, B. C., in a similar capacity. He was formerly on the *Montreal Herald*. He will be replaced at CFAC by Jack Dennett, who will take over merchandising; Frank Fleming who will handle publicity, and Dick Tregillus on traffic.

MARSHALL POPE, who handled the *Crazy Crystals* program from Mineral Wells, Tex., over NBC, and who recently has been announcing the Honeyouth Co. (Hyral toothpaste) program on the Texas Quality Network, has joined KFJZ, Fort Worth, as an announcer.

RALPH BURGIN Jr., formerly of WSJS, Winston-Salem, N. C., has joined the announcing staff of WPTF, Raleigh.

WILLIAM E. ROWENS Jr. has resigned as program director of KRMD, Shreveport, and has not made known his future plans.

GEORGE BALL of the program department of WJBK, Detroit, recently married Sally Huxford of Evanston, Ill.

HAZEL BEEMAN, who formerly conducted women's broadcasts on the Affiliated Broadcasting Co., Chicago, will join WHIP, Hammond, Ind., the latter part of April as home economics expert.

MARY BITNER, daughter of Irma Bitner, producer of KSL, Salt Lake City, has joined the program staff of KGU, Honolulu, where she directs a woman's hour.

JOE HIGGINS, assistant to Richard O'Dea, vice-president of WNEW, New York, and Miss Rita Schmidt were married Feb. 27.

MAX ROARK, formerly of KTEM, Temple, Tex., has joined the announcing staff of KNOW, Austin.

WINTHROP SHERMAN, announcer at KNOW, Austin, has been promoted to program director, succeeding Paul Forchheimer, who has rejoined the sales staff.

ROLAND BOOTH, announcer of KNOW, Austin, has joined KPRC, Houston.

FOSTER BROOKS, for the last seven years a member of the dramatic and announcing staffs of WHAS, Louisville, has joined the announcing staff of KWK, St. Louis.

JOHN DILLON, formerly of WNYC, New York, has joined the announcing staff of WFAS, White Plains, N. Y., to replace B. Franklyn Rowland, resigned.

BOB EMERY has been signed to another year's contract with WOR, Newark, to conduct *Rainbow House* and *This Wonderful World*.

KNUCKLES DOWN—At WAGF, Dothan, Ala., where the engineers challenged the announcers. Shootin' mibs (left to right) are Announcer Samuel Hall, Engineer Julian Smith, Announcer Bill Spencer and Engineer John Hubbard. Clay (Sonny) Harris, WAGF sports announcer, described the battle for a dime store loving cup. Game ended when the referee "whistled dubs".

WILLIAM KARN, formerly of KPDN, Pampa, Tex., has joined the announcing staff of WFAA, Dallas, to replace Bill Hightower who has been named to the faculty of Southwestern School of Radio, Dallas.

LOU JACOBSON, new production director of WGN, Chicago, is now handling the Bob Becker dog program on both WGN and NBC.

FRAN COUGHLIN of the continuity department of WGN, Chicago, will leave March 18 for a vacation trip to Mexico City.

CARL (DOC) NOBLE, musical director of WLBC, Muncie, Ind., has been named WLBC program director. Al Lee, WLBC announcer, recently married Helen Schayer of Denver, Col.

RUSSELL McMAHON, formerly with KSFO, KJBS and KGGC, San Francisco, has joined KSRO, Santa Rosa, Cal., as sportscaster.

WENDELL WILLIAMS has been transferred from the New York NBC continuity acceptance department to Hollywood.

KELLY ANTHONY, program director of KFI-KECA, Los Angeles, has returned to his duties after an illness of two months.

BEN SWEETLAND, KFI, Los Angeles, commentator on the *Of Human Understanding* program, is in New York for several weeks, having taken a leave of absence from his station duties.

HOWARD GRAY, announcer of KFVD, Los Angeles, is confined to his bed following a tobogganing accident.

MARCIA CONRAD, traffic manager of KRKD, Los Angeles, on Feb. 26 became a grandmother for the second time in three years, when her daughter Vivian Picken gave birth to a baby girl. Mrs. Picken was formerly on the KRKD office staff.

W. CARROLL TORNROTH, formerly in the radio department of Music Corp. of America, Beverly Hills, Cal., has been placed in charge of that division of Thomas Lee Artists Service Inc., Hollywood talent agency. He succeeds Midge Lovell, resigned.

MEREDITH MASON, woman commentator on KWK, St. Louis, is confined to the hospital with pneumonia.

VERNE SAWYER, special events and sports announcer of KGVO, Missoula, Mont., has been named chief announcer.

LEONARD J. HOWE, formerly of WJBC, Bloomington, Ill., and KFRU, Columbia, Mo., has joined the news staff of WHO, Des Moines.

VAL GIELGUD, BBC director of features and drama, is visiting in America and will produce radio plays for NBC and CBS before returning to England.

LEO BOULETTE of the continuity staff of WLS, Chicago, has married Miss Janda White of Three Rivers, Mich.

BRUCE ROBERTSON (not related to BROADCASTING's New York correspondent), formerly of WJJD, Chicago, has joined the announcing staff of KOAM, Pittsburg, Kan. Everett Kemp, the original "Uncle Ezra of Happy Hollow", has joined the KOAM program staff.

LEWIS HERMAN, actor and writer at WAAF, Chicago, left Chicago Feb. 20 for Europe.

MILES REED, assistant program director of WCFL, Chicago, has been appointed program director, succeeding Holland Engle, who is devoting all his time to his position as radio director of Erwin, Wasey Co., Chicago.

BARNET OTIS, former entertainment publicity counsel of Lord & Thomas, has joined Universal Radio Programs, New York script service, as sales manager.

GEORGE C. RIANHARD Jr., new to radio, has been named musical director of WRTD, Richmond, Va.

LES WEINROTT, formerly of KHJ, Los Angeles, is in Chicago directing *Step-Mother* sponsored by Colgate Palmolive-Peet Co. over CBS. He is writing for Household Finance Corp.'s NBC show as well as writing and directing the Quaker Oats NBC *Cabin at the Crossroads* and *Margot of Castlewood* programs.

TRUMAN BRADLEY, WBBM, Chicago, news commentator and announcer of the *Ford Sunday Evening Hour*, has signed an actor's contract with Metro-Goldwyn-Mayor and will leave for New York about March 17 for a series of screen tests.

HERB MORRISON, WOR, New York, announcer, addressed the journalism students at the University of Notre Dame on radio coverage of special feature events on March 3. Talk was illustrated with recordings of Morrison's description of the Hindenburg disaster and of the Ohio Valley floods of a year ago.

ARTHUR DALY, formerly with NBC and Henry Souvaine, and Howard Merrill, radio actor and writer, are collaborating on the preparation and production of radio shows.

JUSTICE U. BELLVILLE Jr., has joined the announcing staff of WOWO-WGL, Ft. Wayne, Ind. For listener convenience he has changed his name to Jay Bell.

AL HELFER, of WLW, Cincinnati, on March 6 joined the announcing staff of WOR, Newark. Howard Doyle has resigned.

TED HANNA, of the news department of WGAR, Cleveland, has adopted a baby from the Evanston Cradle.

HARRY W. FLANNERY, newscaster of KMOX, St. Louis, recently addressed the congregation of the Third Baptist Church, that city, on "Radio and its Influence on the Home".

MENDEL JONES, production and promotion manager of WCKY, Cincinnati, will assume the added duties of studio manager to replace Lee Goldsmith who has resigned because of ill health. Ann Hunter, formerly of WLS, Chicago, will conduct the WCKY *Household Hour*, succeeding Mary Jane Dunphy, resigned.

ROY GEORGE, formerly of KTAT, Ft. Worth, and Howard Bogarte of the Dallas Little Theatre, have joined the announcing staff of KRLD, Dallas, to replace James Crocker who has been named to the KRLD sales department.

LOUIS TAPPE, formerly of Schillin Adv. Corp., has been appointed copy chief of WINS, New York, succeeding Ed Cleland, who resigned to devote himself to free lance radio writing. Mr. Tappe had been acting head of the agency since A. B. Schillin resigned to become commercial manager of the station.

78 Discs, 9 Days

MARTIN BLOCK, announcer and master-of-ceremonies of WNEW, New York, took just nine days to make a series of 78 quarter-hour transcriptions with Joe Rine's orchestra and guest stars. The discs were made at World's New York studios for Axton-Fisher Tobacco Co., Louisville, Ky. (20 Grand cigarettes), and started March 14 on 14 stations. The sponsor has been using Block's *Make Believe Ballroom* consistently. The agency is McCann-Erickson, New York.

Sparks' Rapid Rise

Mr. Sparks

RUSSELL L. SPARKS, for four years with NBC in Chicago, has assumed the post of sales promotion manager of WOWO and WGL, Fort Wayne. He is a graduate of Northwestern University and started at NBC as a guide, becoming captain and later moving to the sales promotion department where he worked two years.

Williamson Now V-P

A. R. WILLIAMSON on March 7 was named vice-president in charge of the Midwest office of Tom Fizdale Inc., publicity firm. Blackett-Sample-Hummert, Chicago, has appointed the Fizdale firm to handle publicity on all the General Mills radio shows, it was also announced. Mr. Williamson until recently was assistant to the publisher of the *Minneapolis Star*. Prior to that he was manager of the press department for the central division of NBC, Chicago.

Lee Talent Agency

THOMAS LEE Artists Service, Hollywood talent agency, and a subsidiary of the Don Lee Broadcasting System, Los Angeles, has been incorporated under the firm name of Thomas S. Lee Artists Service Inc. Thomas S. Lee is president and Lewis Allen Weiss, vice-president. Willet H. Brown is secretary-treasurer. All are executives of the Don Lee network.

HALE SPARKS, San Francisco commentator on the thrice-weekly NBC *University Explorer program*, was recipient of the Los Angeles Chamber of Commerce "Young Man of the Month" award for February.

EVERETT KEMP, formerly of KMBC, Kansas City, has joined the program staff of KTHS, Hot Springs, Ark., where he will produce and act in *Country Store*.

JACK SKINNER has resigned from the CBS press department.

NORMAN ROGERS, announcer of KFYO, Lubbock, Tex., is the father of a baby girl born recently.

SIDNEY ROBARDS, of the NBC press department, has been transferred to RCA, where he is working under Frank Mullen, director of the department of information.

LOWELL MacMILLAN, sports director of WHEC, Rochester, was to leave about March 15 to cover baseball training camps in Florida by transcriptions.

KFBK

SACRAMENTO

NOW 10,000 WATTS

No increase in rates!

Flashes your message from the Oregon line to the San Joaquin. Plus thousands of bonus listeners in Oregon, Washington, Montana, Idaho and Nevada!

FOURTH radio station in power on Pacific Coast.

MOST POWERFUL station available to Pacific Coast NBC Blue Network advertisers.

McCLATCHY
BROADCASTING
COMPANY
California Radio System
SACRAMENTO • CALIFORNIA

Affiliated with the National Broadcasting Company
Red and Blue Networks

KFBK is the key station of the McClatchy chain, which offers the ONLY COMPLETE COVERAGE of Inner California's Billion-Dollar Market. You can't cover this rich trading area—3rd Market in the West—with San Francisco or Los Angeles stations!

Represented nationally by the
PAUL H. RAYMER CO.
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO

WROK
IS
THE
RADIO VOICE
OF NORTHERN ILLINOIS
AND SOUTHERN WISCONSIN
Rockford, Ill. 1410 K.C.
Kelly-Smith Co., Reps.

Favors Zenith Visual

ZENITH RADIO Corp., Chicago, has received a favorable recommendation by FCC Examiner Hill for a new television station on 42000-56000 and 60000-86000 kc, 1,000 watts, unlimited time. The applicant maintains an expensive experimental laboratory in connection with its factory, the operation cost of which exceeds $100,000 annually. The proposed station will be located on the Zenith factory building which was equipped and rehabilitated in 1937 at a cost of $1,043,783. The proposed transmitter is completely designed for and will be capable of modern high definition television, using all electronic methods. The television pictures will be composed of 441 lines, 60 frame interlaced.

"THAT WAS MY AUNT BOO AND UNCLE SLUG—"

When Bob Burns (and a host of other N. B. C. stars) are wowing the nation with their topnotch entertainment, 1,070,918 listeners in Kentucky and Southern Indiana depend on WAVE for clearest reception. WAVE carries the best features on *both* the Red and Blue Networks—is the *only* N. B. C. station within 100 miles of Louisville. . . . If you buy radio time on honest-to-goodness *facts*, you'll revel in our complete, down-to-earth data book about the Louisville radio situation. May we send it?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

RCA DISC PLANT IN CHICAGO

RCA-VICTOR Co. has opened new quarters in Chicago at 445 Lake Shore Drive, built at a cost of $150,000. Under direction of Edwin G. Foreman Jr., Chicago manager, facilities have been installed to turn out masters, avoiding time formerly lost in shipment to Camden. Finished transcriptions within 17 hours of cutting are promised. One of the three large studios is shown above, with control room equipment at right.

RCA equipment has been installed as well as a new "bath" process said to speed up processing without loss of fidelity. Mr. Foreman has enlarged the Chicago staff to 15, with Alfred E. Hindle as assistant. Edward Eckhardt, chief engineer, heads a technical staff of 10. Three separate programs may be cut at one time. Designs of the studio walls were developed by RCA engineers in Camden. The roof of the building was raised to permit 20-foot studio ceilings.

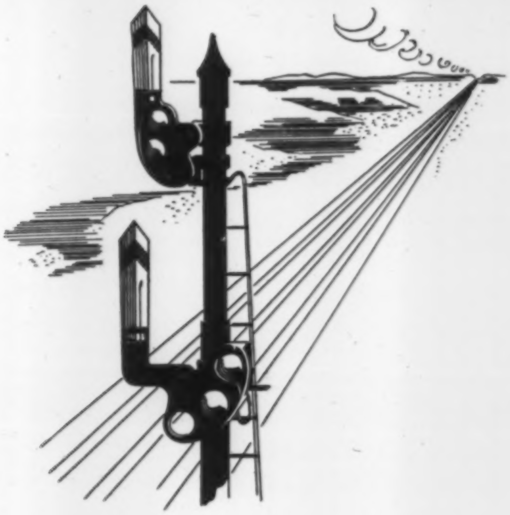
Among programs currently being cut by RCA in Chicago are the following: *Betty & Bob*, and *Jack Armstrong* for General Mills, through Blackett-Sample-Hummert, Chicago; *Betty Crocker* and *Hymns of All Churches* for General Mills through Knox Reeves Adv. Inc., Minneapolis; *Grandma Travels* for Sears, Roebuck & Co., Chicago, through Blackett-Sample-Hummert; *Freshest Thing in Town* for bakers throughout the country, placed by Frederick W. Ziv, Cincinnati; *Dan Harding's Wife* for National Biscuit Co., New York, through McCann-Erickson, Chicago; *Lone Ranger* for King-Trendle Broadcasting Co., Detroit; *Vocal Varieties* for H. W. Lewis Medicine Co. (Tums) thru H. W. Kastor & Sons Adv. Co., Chicago. Programs and spot announcements are recorded for the following clients: Lockwedge Shoe Corp. of America, Columbus (M. W. Locke Shoes), through Aubrey Moore & Wallace, Chicago; Varady of Vienna, Chicago, through Baggaley, Horton & Hoyt, Chicago; Frigidaire Corp. Dayton, through Lord & Thomas, Chicago; Rit Products Corp., Chicago, through Earle & Ludgin, Chicago.

WLBC
TEST
the typical American City
MIDDLETOWN
MUNCIE, INDIANA
THE TEST TUBE STATION OF THE NATION

Central Casting Bureau Is Organized in Chicago

RADIO Central Casting Bureau similar to the central casting bureaus of Hollywood has opened at 75 E. Wacker Drive, Chicago, under the direction of A. N. Elyot, formerly of Don Lee Artists Bureau in Los Angeles, and Margaret Patterson, former assistant production manager of Affiliated Broadcasting Co., Chicago. The new firm will act as intermediary between agencies and radio actors. It plans to audition all registered performers keeping an accurate index of their qualifications so any type of radio artist may be called at a moment's notice. It is hoped that the so-called "button-hole auditions" in studio lobbies which have been disliked by producers and actors will be eliminated. Chicago agency executives expressed the desire to cooperate with the bureau and indicated that it filled a real need in local radio circles.

PURITY BAKERIES, Toronto, started a transcription series March 1 on CFCF, Montreal; CFRB, Toronto; CFAC Calgary, with CKY, Winnipeg, added March 7. McConnell, Baxter & Eastman, Toronto, handled the account.



CLEAR SIGNALS

Build Program Popularity . . .

NBC's 146 stations, coast to coast, clear the tracks to the world's largest waiting audience

"CLEAR SIGNALS—Coast to Coast" might be the callboard heading for NBC Network programs, *everywhere.* For NBC stations are selected with *two* things in mind, both vital to audience enjoyment.

1—Programs tuned to local tastes

Every NBC affiliated station has built up an audience that turns to it expectantly, day after day, hour after hour. These stations let their audience mail guide their program choice as far as possible "in the public interest, convenience and necessity."

2—Strength of signals

Without a clear, powerful signal even the best program becomes the second-best—or fails to run at all. This is especially important in small towns and rural communities, where half the radio audience lives. NBC stations *reach out*—they are everywhere at hand, not only with a bang-up program, but also with the signal strength to bring it in clear and strong.

Radio Popularity Polls for 1937 have shown—again—the overwhelming national audience preference for NBC Network programs. Important reasons for this preference are the NBC stations which have cleared the tracks to every section and *brought the programs home!* Among the many factors which determine all-'round pre-eminence in broadcasting, none is more important than that of stations. Its affiliated stations are a vital part in making NBC

"Broadcasting Headquarters"

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

CREAMED PROFITS ON TOAST!

A hearty dish that satisfies the appetite of the most gluttonous sales manager; a culinary delight prepared especially for the advertiser whose food product is offered on KMBC. Here's the recipe: Take one KMBC Happy Kitchen, directed by Beulah Karney, nationally known household economist.* Add special events coverage of the International Food Fair, the American Home Economics Association, and many other happenings of interest to home makers. Stir in KMBC's modern programming and merchandising. Voila!... you have the Middle West's leading food station, with nearly one third of our broadcast time devoted to products sold through grocery stores. Your portion is ready. May we serve you?

**Sample Success Story: Calavo buys participations in the KMBC Happy Kitchen. After first broadcast, Kansas City grocers report demand for Calavos increased 100 per cent. Warehouse supply exhausted—double order RUSH for next week.*

KMBC
OF KANSAS CITY
The Program Building and Testing Station
FREE & PETERS, Nat'l Reps.

Gladstone Murray

(*Continued from Page 45*)

founded three magazines for the BBC—*Radio Times, The Listener, World Radio*. When he left BBC, their total paid circulation approximated 2,500,000. Today the total is even greater. Besides, he served as program controller, public relations executive in sole charge of the spoken word, including the Empire short wave service, liason man between BBC and the government.

In 1933 he was sent on a special mission to Canada as special advisor to the Canadian government relative to its radio development. Three years later, in October, 1936, he was asked to direct the destinies of the Canadian Broadcasting Corp., formed to succeed Canada's Radio Commission.

As general manager of the CBC Mr. Murray found his path beset by a thousand obstacles. Not the least was Canada's proximity to the United States, resulting in a feeling that American listeners received much better program fare than Canadians. The CBC, at first non-commercial like the BBC and non-affiliated with any American network, could not equal the calibre of the top-notch United States programs. So Gladstone Murray, working quietly, set about to bring better radio to Canadian listeners. His objectives have been realized in the past few months. The CBC has become affiliated with both NBC and CBS, bringing the cream of the American programs, both sponsored and sustaining, to the Dominion. A coast-to-coast network of Canadian stations has been established, permitting Canadian and American advertisers to broadcast to nearly every nook and corner of Canada. The CBC, intent on better reception and service, has already completed two 50,000-watt stations in Toronto and Montreal, and is planning others.

Seeking to establish better programs in Canada, Gladstone Murray is casting aside old systems. He finds his way threatened continually by conflicting interests. Newspapers, independent stations, politicians all have their points of difference. And while he fights for what he thinks is right, history is in the making.

This fighting for better broadcasting in Canada is being waged with statesmanlike zeal. He displays the same dry humor that caused him to drop the cryptic criticism on a German landing field during his flying days. He has a genius for making friends, for examining grievances and solving them. His disposition, says his assistants, is a singularly even one. People like to work for him. He is invariably courteous. His intimates call him "Bill."

In appearance Gladstone Murray resembles an English gentleman. His crisp English manner of speech, bland smile, round, ruddy face, neat attire—all create this impression. He is of medium height. His hair is thinning over his temples.

In 1923 he married Eleanor Powell, daughter of the late John Powell, educator of North Wales. They have two children, Ian, 12, and Ann, 8. Their favorite radio artists, says their father, are Charlie McCarthy and Betty Lou.

Gladstone Murray's severest critic is his father, who still lives in British Columbia. Not a week passes without a parental letter commenting on the calibre of CBC programs and suggestions for their improvement. And his dutiful son notes them carefully; often acts on them.

His work is his hobby. He lives in Ottawa. He belongs to the Oxford and Cambridge Club, the Rideau Club, the Royal Ottawa Golf Club and the United Services Club.

WATERTOWN RULING UPHELD BY COURT

ANOTHER court victory was won March 2 by the FCC when the U. S. District Court in the District of Columbia granted its motion to dismiss an injunction proceeding brought by the Black River Valley Broadcasting Co., involving a new station grant in Watertown, N. Y.

The case goes back to Sept. 22, 1936, when the former Broadcast Division of the FCC granted Black River a construction permit for a new station on 1420 kc, with 100 watts night, 250 watts day, unlimited time. Watertown Broadcasting Corp., however, also an applicant for a new station, which had been denied facilities, filed a motion for rehearing with the full Commission, which was granted. The Commission en banc set aside the Broadcast Division grant to Black River. Thereupon, Black River went to the District Court and asked for an order restraining the FCC from holding a new hearing and setting aside the grant to it. It contended it already had started building of the station. Watertown Broadcasting Corp joined in the appeal as an intervener.

After listening to arguments of Fanney Neyman, FCC counsel; Eliot Lovett, counsel for Black River Valley, and H. L. McCormick, counsel for Watertown, Justice Jennings Bailey, from the bench, granted the FCC motion to dismiss.

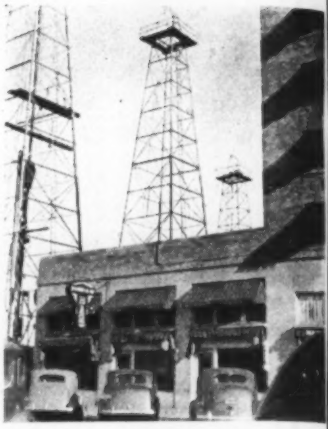
Mr. Lovett announced the intention of Black River to appeal from the opinion to the U. S. Court of Appeals for the District of Columbia. He also intends to ask for a stay order to restrain the Commission from holding the hearing during the pendency of the litigation.

FIRST *in* SHOWMANSHIP!

WSGN's "Variety Show" won FIRST PLACE in local features, and FIFTH PLACE among Nation's best variety shows in a recent poll conducted by The Birmingham News. Here's more proof why WSGN is Birmingham's BEST advertising buy!

THE NEWS
AGE-HERALD
STATION
in
Birmingham
1310 KC.

AFFILIATED WITH
NBC BLUE NETWORK

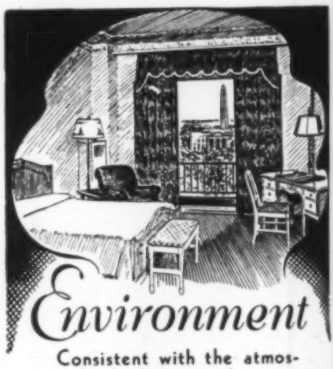


REACH OUT — And touch an oil well, say the staff of KOCA, Kilgore, Tex., who can lean out the windows of their studios and touch a derrick. There are 500 oil wells in the city limits with 1,000 drillings under way. All in all, says KOCA, there are 25,000 oil wells in East Texas, the world's biggest oil field.

Col. Brown on Trip

COL. THAD H. BROWN, FCC member, left Washington March 9 for a one-week trip in connection with the survey of communications on the Great Lakes in the interest of safety of life. Accompanying him was Dr. Martin L. Fair, research director of the survey, working directly under Col. Brown, who is commissioner in charge. Provision of adequate communication facilities, properly coordinated, is the objective of the Great Lakes study.

In Washington



Environment

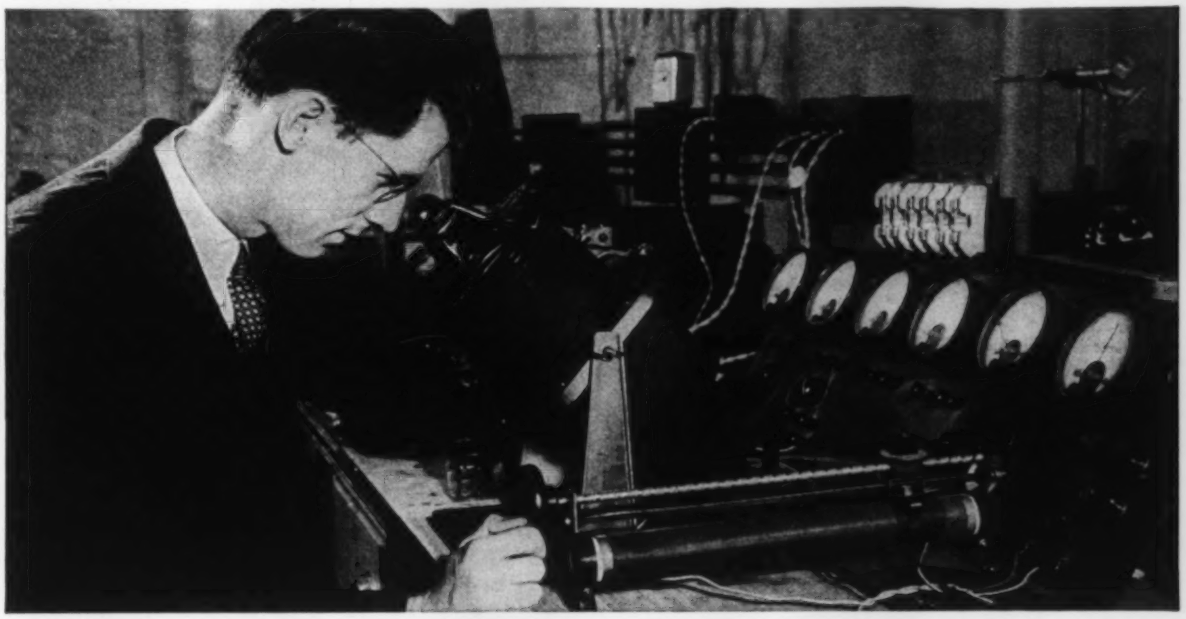
Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES
FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE
SIXTEENTH AT H STREET
Opposite the White House Overlooking Lafayette Park
WASHINGTON, D.C.

It wasn't a good *guess*... it was
GOOD JUDGMENT



Sixteen years ago RCA men knew radio so well that they based the development of their business on the belief some day every home in the United States would have a radio... Today, 26 million homes and 5 million cars have them.

FROM radio's inception RCA men have been *radio men*. They have obeyed radio's demand for unremitting research, for tireless exercise of ingenuity, for constant thinking. It is but natural that these men, through their own labors, should have acquired *good judgment* in all that pertains to radio.

Twelve years ago, when RCA founded the National Broadcasting Company, RCA men were veterans in radio communications, a youthful but already mature art. Some years earlier they had foreseen the coming of broadcasting, had realized its opportunities for service.

So it was *good judgment*, not good guessing, which enabled RCA men to predict—when radio receivers were laboratory apparatus—that virtually every home would have a radio instrument. Recent figures place the number of radio equipped homes in the United States at 26,428,797.

It is the unceasing endeavor of RCA to apply to all branches of radio, at all times, the good judgment of which its unmatched experience has made it the fortunate possessor.

Foremost of all the facts that good judgment recognizes about radio is... only by genuine service in the public interest can radio hold its rightful place.

IN RADIO—AND TELEVISION
—IT'S *RCA ALL THE WAY*

Only the Radio Corporation of America is engaged in every phase of radio. Its long experience and its resources are coordinated for the advancement of Radio Communications, Broadcasting and Manufacture.

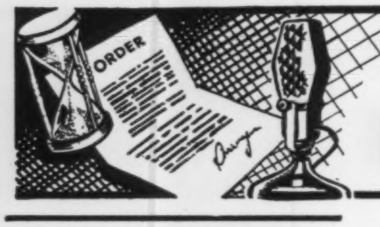
RCA presents the "Magic Key" every Sunday, 2 to 3 P. M., E. S. T., on NBC Blue Network

RCA

RADIO CORPORATION OF AMERICA

RADIO CITY, NEW YORK

RCA MANUFACTURING CO., INC. RCA INSTITUTES, INC. RCA COMMUNICATIONS, INC.
NATIONAL BROADCASTING COMPANY RADIOMARINE CORPORATION OF AMERICA



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Doyle Packing Co., Newark (dog food), weekly *sp*, thru Charles Dallas Reach, Newark.

Julius Grossman Shoes, New York, weekly *sp*, thru Sterling Adv. Agency, N. Y.

Wesson Oil & Snowdrift Sales Co., New Orleans, 5 *sp* weekly, thru Calkins & Holden, N. Y.

Nu-Enamel Corp., Cleveland, 5 *sp* weekly, thru Neff-Rogow, N. Y.

Rival Packing Co., Chicago (dog food) 2 *sp*, weekly, thru Chas. Silver & Co., Chicago.

V. La Rosa & Sons, Brooklyn (macaroni products), weekly *sp*, thru Commercial Radio Service, N. Y.

Time-Tested Laboratories, Cleveland (paints), 3 *sp* weekly, thru Meldrum & Fewsmith, Cleveland.

Pioneer Div., The Borden Co., N. Y. (ice cream), *sp*, 6 weekly *sa*, thru Pedlar & Ryan, N. Y.

International Vitamin Corp., New York, 6 *sa* weekly, thru Bisberne Adv. Co., Chicago.

L. Bamberger & Co., Newark (department store), 6 *sp* weekly, direct.

Armstrong Cork Co., Lancaster, Pa. (linoleum), 3 weekly *t*, thru BBDO. N. Y.

Procter & Gamble Co., Cincinnati (Camay soap), 5 weekly *t*, thru Pedlar & Ryan, N. Y.

KFRC, San Francisco

Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

Provident Finance Co., San Francisco (loans), 5 weekly *sa*, thru Fred Seid Adv., San Francisco.

Longines-Wittnauer Co., New York (watches), 7 weekly *sa*, thru Arthur Rosenberg Co., N. Y.

Bekins Van & Storage Co., Los Angeles (moving and storage), 7 weekly *sa*, thru Brooks Adv. Agency, Los Angeles.

Procter & Gamble Co., Cincinnati (Dash), 5 weekly *ta*, thru Pedlar & Ryan, N. Y.

Lever Brothers Co., Cambridge (Lux, Rinso, Lifebuoy), 3 weekly *sa*, thru Ruthrauff & Ryan, N. Y.

WCFL, Chicago

Texas Co., New York, baseball games, thru Buchanan & Co., Chicago.

Holland Furnace Co., Holland, Mich., weekly *ta*, thru Ruthrauff & Ryan, Chicago.

Utilities Engineering Institute, Chicago (air conditioning courses), 3 weekly *sp*, thru First United Broadcasters, Chicago.

Nu-Enamel Co., Chicago (paints), daily *sp*, direct.

Greer Training Shops, Chicago (technical school), weekly *sp*, direct.

WTMJ, Milwaukee

Krier Preserving Co., Belgium, Wis., 13 *sp*, thru Olsen-Kelly Adv. Agency, Milwaukee.

Axton-Fisher Tobacco Co., Louisville (20 Grand), 3 weekly *t*, thru McCann-Erickson, N. Y.

KDYL, Salt Lake City

Carter Medicine Co., New York (liver pills), 100 *sa*, thru Street & Finney, N. Y.

Mountain Fuel Supply Co., Salt Lake City, 100 *sa*, thru Gilman Adv. Agency, Salt Lake City.

KFRU, Springfield, Mo.

Armand Co., Des Moines (cosmetics), 65 *sa*, thru Wade Adv. Agency, Chicago.

Griesedieck Bros., St. Louis (beer), 26 *sp*, *sa*, thru Anfenger Adv. Agency, St. Louis.

American Life & Accident Insurance Co., St. Louis, 13 *ta*, thru Kelly, Stuhlman & Zahrndt, St. Louis.

Allis-Chalmers Mfg. Co., Milwaukee, daily *sa*, thru Bert S. Gittens, Milwaukee.

Famous Poultry Farms, Omaha, 26 *sa*, thru Bechanan-Thomas Adv. Co., Omaha.

Chicago Engineering Works, Chicago (courses), 3 weekly *t*, thru James R. Lunke & Associates, Chicago.

Earl May Seed Co., Shenandoah, Ia., 5 weekly *sp*, thru Presba, Fellers & Presba, Chicago.

Gardner Nurseries, Osage, Ia., 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.

Interstate Nurseries, Hamburg, Ia., 6 weekly *sp*, direct.

WMCA, New York

Chiropractic Education Bureau, Palisades, N. J., weekly *sp*, direct.

Zonite Products Inc., New York (Zonite), 6 *sp* weekly, thru McCann-Erickson, N. Y.

Community Opticians, Jamaica, N. Y., 7 *sp* weekly, thru Commonwealth Adv. Agency, Boston.

Chevrolet Motor Co., Detroit, 25 *t*, thru Campbell-Ewald Co., Detroit.

Studebaker Corp., South Bend, Ind., 18 *sa*, thru Roche, Williams & Cunnyngham, Chicago.

KMPC, Beverly Hills, Cal.

Star Outfitting Co., Los Angeles (clothing), 112 weekly *sa*, thru Allied Adv. Agencies Inc., Los Angeles.

Amer-Spa Corp., Los Angeles (mineral water), 6 weekly *sp*, thru Faraon Jay Moss & Associates, Los Angeles.

WABC, New York

Olson Rug Co., Chicago, 4 *t*, thru Presba, Fellers & Presba, Chicago.

Hecker Products Corp., New York, weekly *sp*, thru Erwin, Wasey & Co., N. Y.

KOAM, Pittsburg, Kan.

Mid-Continent Petroleum Corp., Tulsa, 6 weekly *sp*, thru R. J. Potts & Co., Kansas City.

WINS, New York

Michaels' Credit Dept. Store, Newark, 24 *sp* weekly, thru Hyman Levy Agency, Newark.

The Howard Co., Newark (jewelers), 6 *sp* weekly, thru Hyman Levy Agency, Newark.

Meier Credit Co., Newark, 28 *sa* weekly, thru Hyman Levy Agency, Newark.

American Institute of Food Products, New York, 12 *sp* weekly, thru Scheck Adv. Agency, Newark.

Riverbank Canning Co., Riverbank, Cal., 6 *sp* weekly, thru Klinger Adv. Agency.

Postal Telegraph Co., New York, 60 *sa* weekly, thru Grant, Wadsworth & Casmir, N. Y.

WINS, New York

Alkine Laboratories, New York (proprietaries), 12 *sp*, weekly, thru H. M. Kiesewetter Adv. Agency, N. Y.

Wyeth Chemical Co., New York (Jad salts), 6 *sp*, weekly, thru Blackett-Sample-Hummert, N. Y.

WCKY, Cincinnati

Climax Cleaner Mfg. Co., Cleveland (wall paper cleaner), 20 *sa*, thru Roger Williams Co., Cleveland.

Procter & Gamble Co., Cincinnati (Drene), 16 *sa*, thru H. W. Kastor & Sons Adv. Co., Chicago.

Interstate Bakeries, Schulze Division, Cincinnati (Butter-Nut bread), 156 *t*, thru R. J. Potts & Co., Kansas City.

Fred Fear & Co., Brooklyn (egg dyes), 3 *sa*, thru Menken Adv Co., N. Y.

KMOX, St. Louis

Walker Remedy Co., Waterloo, Ia., 6 weekly *sa*, thru Weston-Barnett, Waterloo.

Miles Laboratories Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

WQXR, New York

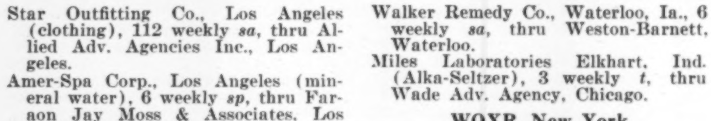
Garrett & Co., Brooklyn (Virginia Dare wine), 26 *sa*, thru U. S. Adv. Corp., Toledo.

Natl. Used Car Exchange Week, 18 *sa*, thru Geyer, Cornell & Newell, N. Y.

KGER, Long Beach, Cal.

Union Pacific System, Omaha, 6 weekly *sa*, thru Caples Co., Chicago.

Bastian Water Heater Co., Los Angeles (heaters), 7 weekly *sa*, direct.



Drawn for BROADCASTING by Sid Hix

"Sorry, Senator—You Can't Say Damn on the Air."

WHO, Des Moines

Household Magazine, Topeka, 10 *sp* thru Presba, Fellers & Presba, Chicago.

Armand Co., Des Moines, 3 weekly *sa*, thru Wade Adv. Agency, Chicago.

Walker Remedy Co., Waterloo, Ia., 26 *sa*, thru Weston-Barnett Inc., Waterloo.

Macomb Steel Products Co., Macomb, Ill., 18 *sa*, thru Advertising Service Inc., Kokomo, Ind.

Cleveland Cleaner & Paste Co., Cleveland, 26 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.

B. F. Goodrich Co., Akron, 138 *sp*, thru Ruthrauff & Ryan, N. Y.

Dexter Co., Fairfield, Ia., 13 *sp*, thru Weston-Barnett, Waterloo, Ia.

Chicago Engineering Works, Chicago (courses), 13 *sp*, thru James R. Lunke & Associates, Chicago.

WNEW, New York

Studebaker Corp., South Bend, Ind., 18 *sa*, thru Roche, Williams & Cunnyngham, Chicago.

Garrett & Co., Brooklyn (Virginia Dare wine), 26 *sa*, thru U. S. Adv. Corp., Toledo.

Joseph Martinson Inc., New York (coffee), 54 weekly *sa*, thru Albert Frank-Guenther Law, N. Y.

Lustre Sales Agency, New York (floor wax), 7 weekly *sa*, 26 weeks, direct.

General Supply Co., Newark, 9 *sp*, thru Scheer Adv. Agency, Newark.

Aladdin Home Appliance Corp., Newark, 5 *sp* weekly, 13 weeks, thru Scheer Adv. Corp., Newark.

Darrigo Bros. Co., Boston (broccoli), 20 *sa*, thru Neff-Rogow, N. Y.

KNX, Hollywood

Chicago Engineering Works, Chicago (technical school), weekly *t*, thru James R. Lunke & Associates, Chicago.

Armstrong Cork Products Co., Lancaster, Pa. (Quaker rugs), 3 weekly *t*, thru BBDO, N. Y.

Anacin Co., Chicago (headache tablets), 3 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

Kern Fruit Products Co., Los Angeles (jams & jellies), 3 weekly *sp*, thru Charles H. Mayne Co., Los Angeles.

WHN, New York

Studebaker Corp., South Bend, Ind., *sa*, thru Roche, Williams & Cunnyngham, Chicago.

Chevrolet Motor Co., Detroit, 2 weekly *t*, thru Campbell-Ewald Co., Detroit.

Garrett & Co., Brooklyn (Virginia Dare wine), *sa*, 8 weeks, thru U. S. Adv. Corp., Toledo.

WFAA, Dallas

Griffin Mfg. Co., New York (shoe polish), 117 *sp*, thru Bermingham, Castleman & Pierce, N. Y.

Comet Rice Co., New York, 61 *sp*, thru Freitag Adv. Agency, Atlanta.

KECA, Los Angeles

C. Owen Ross Manufacturing Co., Los Angeles (roller bearings), weekly *sa*, thru Lee Ringer, Adv., Los Angeles.

Christopher Candy Co., Los Angeles (packaged candies), weekly *sp*, thru Bert Butterworth Agency, Los Angeles.

KFI, Los Angeles

Time-Tested Laboratories, Cleveland (paints), 3 weekly *t*, thru Meldrum & Fewsmith, Cleveland.

WHOM, Jersey City

Wesson Oil & Snowdrift Sales Co., New York (salad oil), 6 *sp*, 12 *sa* weekly, direct.

WFAB, New York

Carnation Milk Co., Milwaukee, 5 weekly *sp*, thru Erwin, Wasey & Co., N. Y.

WJBK, Detroit

Continental Baking Corp., Detroit, 2 daily *sa*, thru Benton & Bowles, N. Y.

Radio Advertisers

STANDARD BRANDS, New York, has appointed McCann-Erickson to handle advertising of Royal baking powder. No media plans have been made.

COLGATE-PALMOLIVE-PEET Co., Jersey City, has appointed Benton & Bowles-Chicago to handle all advertising for its Halo Shampoo and Vel (soapless suds for fine fabrics). The switch in agencies becomes effective April 1. A coast-to-coast network program with chatter about radio stars is planned for Halo while Vel radio plans have not yet been formulated.

H. CLARKE & SONS Inc., Baltimore (Red Cloud laxative) has named Cahn, Miller & Nyburg, Baltimore, as agency.

NATIONAL Toddle House Corp., Memphis, has appointed Beaumont & Hohman, Chicago, as agency.

NATIONAL Chemical & Mfg. Co., Chicago (Luminall paint) has placed its advertising with J. R. Hamilton Adv. Agency, Chicago.

COFFING HOIST Co., Danville, Ill., has appointed Van Auken-Ragland Inc., Chicago, as advertising counsel.

SUPERIOR SEA FOOD Co., has named Hillman-Shane Adv. Agency, Los Angeles, as advertising counsel. The company plans a regional advertising campaign, which will use radio, newspapers, trade publications and direct-mail.

CHRISTOPHER CANDY Co., Los Angeles, manufacturers and distributors of packaged candies, which recently used spot announcements on two Southern California stations in a test campaign, on March 3 started a weekly quarter-hour live talent program, *Two Writers In Search of an Idea*, on KECA, that city. Contract is for 13 weeks. Bert Butterworth Agency, Los Angeles, has the account.

KREY PACKING Co., St. Louis, has appointed Oakleigh R. French Inc., that city, as advertising counsel and expects to use radio.

CHILDS Co., New York (restaurants), has appointed Blackett-Sample-Hummert, New York, to direct advertising. Use of radio is under consideration.

McKESSON & ROBBINS Inc., Bridgeport, Conn., starting an advertising campaign for Abolene Solid, cold cream, will confine radio activity for the product to announcements on the Calox toothpowder programs, now on four stations. Agency is Brown & Tarcher, New York.

Results COUNT MOST

WFEA
Manchester
New Hampshire's
Largest Station
N B C

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • CHICAGO
DETROIT • SAN FRANCISCO

BANK'S BUSINESS
Series on WHO Gives the Latest Trade Data

H. R. GROSS, news editor of WHO, Des Moines, is heard in a business review series Saturdays, 6:45 p. m., under sponsorship of Central National Bank & Trust Trust Co., Des Moines. J. O. Maland, vice-president of Central Broadcasting Co., and manager of WHO, introduced W. J. Goodwin, chairman of the board of directors at Central National, during the opening broadcast of the series, titled *This Business Week*. Mr. Goodwin explained what is described as the most comprehensive and authorative business review on the air.

"We are certain there is a great interest—an ever increasing interest in business news." Mr. Maland said. "Through this weekly review we hope to furnish the most authoritative and comprehensive summary of the week's business news of importance to Middlewestern interests. We wish to congratulate the Central National Bank for its sponsorship of such a program." Leonard Howe, recent University of Missouri school of journalism graduate, will spend the entire week compiling and editing business news of United Press and Transradio. Mr. Gross will present the broadcasts on the air.

LAMBERT PHARMACAL Co., Toronto, (Listerine) has bought the transcription series *Drums* from Grow & Pitcher Broadcasting Agencies, Toronto, for an extensive period to use on CBO, Ottawa; CFPL, London; CKY, Winnipeg; CFRN, Edmonton; CFCN, Calgary; CBR, Vancouver; CFRB, Toronto; CFCF, Montreal, and CKSO, Sudbury. Lambert & Feasley, New York, handled the account.

AL HOLLANDER, publicity director of WIND, Gary, and WJJD, Chicago, informed BROADCASTING Feb. 22 that the California & Hawaiian Sugar Refining Corp. Ltd., Chicago, is using station WIND and not WJJD as reported on page 52 of the Feb. 15 issue.

C. R. MILLINERY Co., Chicago, has appointed Albert Kircher Co., Chicago, as its advertising agency.

GENERAL CIGAR Co., New York (Robert Burns cigars), has started a spring advertising campaign. While plans are not complete, the agency, Donahue & Coe, New York, does not expect to use radio.

JULIUS GROSSMAN SHOES, New York, on March 6 started *The Lamplighter*, quarter-hour Sunday program on WOR, Newark. Sterling Adv. Agency, New York, is in charge.

HECKER PRODUCTS Corp., New York, on March 4 renewed its early morning program on WABC, New York, featuring Arthur Godfrey. The program, advertising Presto Cake Flour, H-O Oats, Hecker's Cream Farina, and Force, is heard Fridays, through Erwin, Wasey & Co., New York.

DOYLE PACKING Co., Newark (dog food), on March 5 started sponsorship of WOR's weekly quarter-hour program, *Pet Club of the Air*, conducted by Steve Severn. Charles Dallas Reach, Newark, is the agency.

EATON PAPER Corp., Pittsfield, Mass., (stationery), has appointed Federal Adv. Agency, New York. The company used radio last fall, but does not expect to resume any time soon.

JEAN SCOTT FRICKELTON, San Francisco agency, has been reappointed to handle the Pacific Coast Electrical Bureau advertising. It is planned to use radio, general, class and trade publications this year.

CLARKE-MILLNER Co., Chicago, has placed its business with the Frankel-Rose Co., Chicago. Clarke-Millner has purchased the White Rouge Co. and will manufacture that product in addition to Hide-It Blemish Cream, Twin Sisters Cleansing Pads and Removal Pads, the latter used in removing nail polish. All advertising is currently confined to magazines with no radio planned until next fall, according to Herbert M. Alexander, space buyer of the agency.

TRADING POST, Chicago's largest food store, on March 2 started the *Trading Post Reporter* featuring Hollywood news on WIND, Gary. M. Lewis Goodkind, radio director of Burnet-Kuhn Co., Chicago agency, placed the business. Other stations in the Chicago area are to be added shortly.

SOCONY-VACUUM Oil Co., New York, will for the second year sponsor the Burlington, Vt., baseball games on WCAX, that city. Agency is J. Stirling Getchell, New York.

BRITISH AMERICAN OIL Co., Toronto, has bought the transcription series *Air Adventures of Jimmy Allen* from Grow & Pitcher Broadcasting Agencies, Toronto, to run over 10 stations in Maritimes, Ontario and Western Canada. Series started March 7 on CFNB, Fredericton; CHSJ, St. John; CBL, Toronto; CKLW, Windsor; either CKCO or CBO, Ottawa; and on March 28 starts over CKY, Winnipeg; CFQC, Saskatoon; CFCN, Calgary; CFRN, Edmonton; CJRM, Regina. J. Walter Thompson Co. Ltd., Toronto office handled the account.

HISSES *for the Villain*
KISSES *for the Heroine*
and an orchid to
"GAS LIGHT THEATRE"
Air Dramas

Here are 13 of the nation's greatest theatre pieces applauded by grandfather and grandmother more than a half century ago. Each is condensed to a half hour, tailored for live-talent local production.

The curtain is rising on radio's newest dramatic thrill. Your audience will cheer the hero long and enthusiastically when your station's playbill reads, THE GAS LIGHT THEATRE PRESENTS.

This series is typical of the well written, well planned dramas from RWL. How about that audition copy? There's one for the asking.

RADIO WRITERS LABORATORY
BRENEMAN BLDG. LANCASTER, PA.

ARE YOU GETTING YOUR SHARE of Western Business?

ARIZONA
CALIFORNIA
COLORADO
IDAHO
MONTANA
NEW MEXICO
NEVADA
OREGON
UTAH
WASHINGTON
WYOMING

Six full-time salesmen calling regularly on all advertising agencies in the Pacific and Mountain states will give you dependable and thorough representation in the West.

WALTER BIDDICK COMPANY
• Station Representatives

LOS ANGELES
568 C. of C. Bldg.

SAN FRANCISCO
1358 Russ Bldg.

SEATTLE
1038 Exchange Bldg.

TOBACCO!
UNDERWEAR!
BLANKETS!

You probably wear, smoke or sleep under products of this industrially famous market. This territory is famed for its consistent activity. Yours to tap through the sales power of—

WAIR

Winston-Salem, North Carolina
National Representatives
Bryant, Griffith & Brunson

Standard Names Hall

STANDARD RADIO, Hollywood transcription firm, has appointed Randolph F. Hall editor of its continuity division. The appointment came as a part of Standard's new Tailored Transcription Service plan which requires increased production. Mr. Hall was formerly associated with McCann-Erickson, BBDO, Kenyon & Eckhardt and was recently copy chief of Chambers & Wiswell, Boston agency. He has produced a number of well-known radio shows.

Wesson Using Spot

WESSON OIL & Snowdrift Sales Co., New York (salad oil), has started a series of Italian programs on WHOM, Jersey City. Six quarter-hours a week are used, as well as two announcements a day, direct.

DONE WORE IT OUT, B'GOSH!

Cash registers don't last long in Fargo — WDAY listeners buy actually 33.1% of all retail purchases made in the COMBINED states of North Dakota, South Dakota and Minnesota [exclusive of the counties containing Minneapolis and St. Paul].

An audience that cuts such a figure as that in all retail sales, can take a healthy whack at what you sell. And the beauty-part is that you can reach them ALL through WDAY, the only station covering this prosperous section!

WDAY, INC.
N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO
N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

TRANSCRIPTIONS

UNIVERSAL Radio Programs, New York, is preparing a five-minute series, *Builders of Our Nation*. Among the subjects are Andrew Carnegie, Will Rogers, Theodore Roosevelt, Mark Twain and Stephen Foster. Stanley Field, former program director of WLTH, Brooklyn, and now on the writing staff of Universal, is handling research and writing the program.

BOB OAKLEY, formerly production manager of KROY, Sacramento, has been appointed San Francisco and Northern California sales representative for R. U. McIntosh Transcriptions, Los Angeles.

FRANK R. BROWN, Hollywood commentator, has opened offices at 1560 N. Vine St., that city, to produce transcribed radio features and handle audition recordings.

MISS DAISY HOFFMAN recently was named sales promotion manager of Titan Recording Studios, San Francisco. Harry Carney, formerly with KFRC, San Francisco, is now in charge of sound effects at Titan. Miss Jane Alexander recently was appointed private secretary.

UNIT PRODUCTIONS, radio program builders, has been organized by Jerry Lynton and A. Stephen Charlton, with headquarters at 116 N. Larchmont Blvd., Hollywood.

ASSOCIATED Cinema Studios, Hollywood transcription firm, in early March doubled its production office space.

TED SILLS, senior director of Grombach Productions Inc., New York, has been signed to a new employment and management contract by the firm.

Congressional Talks

WHK, Cleveland, on March 5 started *Washington and You*, a series designed to bring the personal views of national legislators to the people whom they represent. Entirely non-partisan, the programs represent the views of members of Congress from Ohio. First speaker was Rep. Anthony A. Flager (D-Ohio). The talks are given either at WHK's studios or by transcription.

Hill to Committee

SENATOR Lister Hill (D-Ala.), who recently took his oath of office in the upper body after having served in the House continuously since 1923, has been designated a member of the Senate Interstate Commerce Committee, charged with the handling of radio legislation.

WWL
NEW ORLEANS
LOUISIANA'S
most powerful
station
★
850 KC. 10,000 WATTS
★
affiliated
C.B.S.

Firm Would Sell Spots For Record Reproducers

TO APPLY the radio formula of a commercial message combined with entertainment to the phonograph record field, a new company, Trans-Electra Corp., has opened offices at 420 Lexington Ave., New York, and is now contacting advertisers and advertising agencies in search of sponsors for records to be placed in the nickel-in-the-slot reproducers in saloons, taverns, restaurants, stores and soft-drink emporia throughout the land.

Through its associate firm, National Phonographic Network, with which it shares office space, Trans-Electra claims to have more than 100,000 outlets for its commercial discs and says that within a month that figure will be doubled. Best prospects are thought to be manufacturers of hard liquors, to whom radio is largely forbidden, of ginger ales and sparkling waters, cigarettes, and other products sold on the premises.

President of Trans-Electra is Gordon d'A Soule, who resigned the presidency of Aerogram Corp., Hollywood transcription company, to head the firm. Vice-president is Forest J. Johnston, West Coast advertising man. John B. Griffith is president of National Phonographic Network, which would handle the placing and servicing of the records in the machines.

EIGHTH BIRTHDAY of *The Catholic Hour* was observed on March 6 with a special broadcast featuring John McCormack as guest soloist. The religious program, heard Sundays on the NBC-Red network, is produced and arranged by the National Council of Catholic Men.

HOLLYWOOD'S SMARTE
Most Convenien
ADDRESS

IVAR STREET
HOLLYWOOD BLVD.

★ Only a few blocks or minutes from NBC and CBS and all film studios.

★ Luxurious modern rooms, suites and apartments with full hotel service.

★ Hollywood headquarters for agency men, radio executives and radio stars.

Rational Tariff

HOLLYWOOD
Knickerbocker

[illegible]
Managing Director

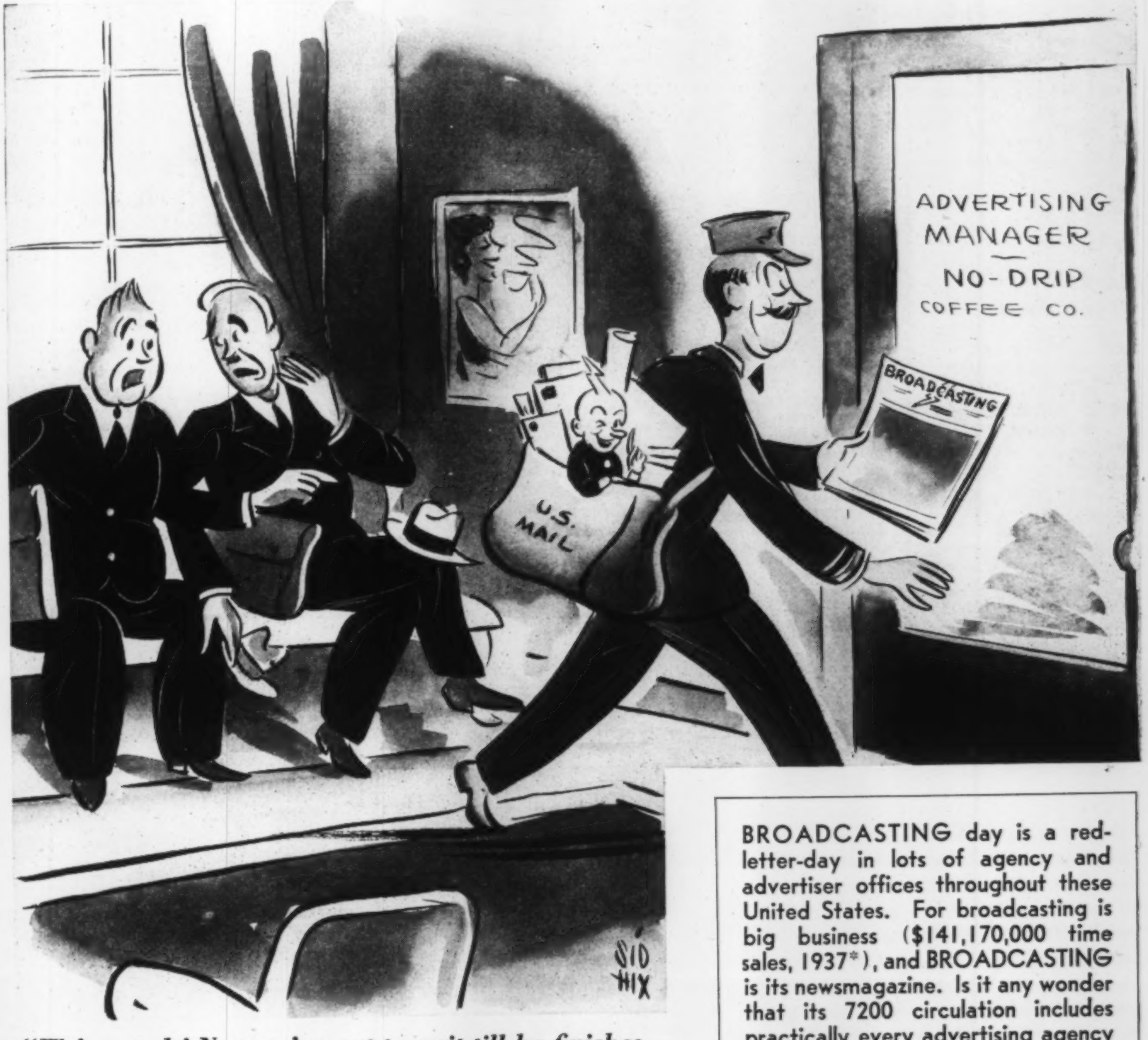
Broadcasting is your
logical selection.
It always gets your
prospects' inspection.

peep

Reader interest?
Don't you doubt it!
The time buyer's
never seen without it.

Vol. 1, No. 3

March 15, 1938



"We're sunk! Now we've got to wait till he finishes reading BROADCASTING!"

BROADCASTING day is a red-letter-day in lots of agency and advertiser offices throughout these United States. For broadcasting is big business ($141,170,000 time sales, 1937*), and BROADCASTING is its newsmagazine. Is it any wonder that its 7200 circulation includes practically every advertising agency and national radio advertiser . . . or that successful radio stations use its advertising pages year after year? *It's a wonder if your station isn't one of them!*

* p. 11, 1938 BROADCASTING Yearbook Number.

BROADCASTING

NATIONAL PRESS BUILDING

Broadcast Advertising

WASHINGTON, D. C.

Diener Forms Agency

WM. L. DIENER, formerly account executive of George H. Hartman Co., Chicago agency, announced the formation March 1 of Wm. L. Diener Inc., agency with offices in the Palmolive Bldg., Chicago. Active at once will be the following accounts: Story & Clark Piano Co., and Chicago-Latrobe Twist Drill Works, both of Chicago; Martin Band Instrument Co., and Pedlar & Co., both of Elkhart, Ind., and Knape & Vogt Mfg. Co., Grand Rapids, Mich. Also associated with the new agency is William Kelly Ryan, formerly in the trade journal advertising fields in New York.

Getchell Names Snyder

CLARK A. (Fritz) SNYDER, account representative of J. Stirling Getchell, New York, has been appointed radio director of the agency, effective March 15, succeeding George Allen, resigned. Mr. Allen's plans have not been announced.

KGMB
HONOLULU
KHBC
HILO

First in Coverage
First in Listener Preference
First in Advertising Volume

FRED J. HART,
President and General Manager
San Francisco Office, Californian Hotel
Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 228 N. LaSalle St.
C. P. MacGREGOR
729 S. Western Ave., Hollywood

Agencies

JACK JOHNSTONE on March 7 became director of radio activities of the Biow Co., New York, succeeding Charles Martin, who resigned to join Universal Pictures. Mr. Johnstone, who is author of the *Buck Rogers* and *Flash Gordon* radio serials, was with N. W. Ayer & Son for four years until 1933, and since then has been acting as program consultant and free-lance producer. At Biow he is writing, directing and producing the two Philip Morris Co. programs, on CBS and NBC-Red networks.

ALAN DALE WILKES, formerly with Geenar Radio Productions, New York, has been named radio director of W. L. Post Advertising, New York.

EDWARD H. WEISS, partner of McDougall & Weiss, Chicago, and Ruth Wing, former Chicago agency copywriter, were married recently in Chicago.

HARRY COOPER, formerly with Bauer & Black and the Stevens Hotel, Chicago, has joined Ruthrauff & Ryan, Chicago, as copy-writer and in charge of all radio publicity.

J. STIRLING GETCHELL is the father of a son, born Feb. 25, weighing 9 pounds, 2 ounces.

COLMAN O'SHAUGNESSY, formerly with McCann-Erickson, New York, and Leigh Crosby, who was with Blackett-Sample-Hummert, New York, have joined the executive staff of Arthur Kudner Inc., New York.

HARRY S. PEARSON recently was named production manager of the Izzard Co., Seattle. He succeeds Ralph Andrews.

JACK VAN NOSTRAND, Young & Rubicam, Hollywood producer, has been transferred to New York to handle production of the Fred Allen show, replacing George McGarrett who resigned to join Lord & Thomas, New York.

A. POPPENBERG, formerly with Al Paul Lefton, *Editor & Publisher* and Fuller & Smith & Ross, has been appointed Moser & Cotins radio head.

FRENCH EASON, vice-president of L. W. Ramsey Co., Chicago, arrived in Hollywood Feb. 28 for a two weeks' survey of Pacific Coast radio in the interest of the F. W. Fitch Co. account.

KING HARRIS, formerly with J. Stirling Getchell, New York, recently joined the San Francisco office of Erwin, Wasey & Co.

R. P. HURST, formerly of MacManus, John & Adams, J. Walter Thompson, Campbell-Ewald Co., and Shell Oil Co., last month opened his own agency in the James F. Waters Building in San Francisco. He will place radio and newspaper advertising for James F. Waters Co., De Soto distributor. Other accounts include Modern Vehicle Co. and Vacuum Sterling Co.

DRURY Co., San Francisco agency, has enlarged its offices in the Adam Grant Bldg.

GUGGENHEIM Adv. Agency, San Francisco, recently took new offices at 200 Bush St.

MURRAY BREESE Associates, New York, is now located at 12 E. 41st St.

FRANK CONRAD, time-buyer for McCann-Erickson, New York, left New York March 2 for a station-visiting trip in Florida. He was away about a week.

DONALD E. FORKER, formerly an account executive of Lord & Thomas, New York, has joined M. H. Hackett Inc., that city, in a similar capacity.

EDWARD T. CLARK, formerly with J. Stirling Getchell and Roche, Williams & Cunnyngham, has joined the publicity department of Marschalk & Pratt, New York.

BBDO held an intraorganization meeting March 2 at the Hotel Ambassador, New York. Executives of the agency's various offices were present.

ADDISON P. JENNINGS, formerly with Morris-Schenker-Roth Inc., Chicago, has joined Rogers & Smith, that city, as account executive bringing with him the following accounts: Faucet-Queen Co.; New Prima Separator Co., Rite-Way Products Co., and Lacta Separator Co., Chicago (factory and farm separators).

HARRY MILLER Inc., Cincinnati, has named Robert M. Fleming as radio director.

WARD HICKS Adv. Agency, Albuquerque, N. M., has moved to 315 W. Gold Ave.

BASIL LOUGHRANE, radio director of Lord & Thomas, Chicago, together with Allen Grant, pianist and Roy Brower, tenor, has written two new songs entitled "Lovely You" and "Have You Any Love for Sale?" which are being presented on the NBC *Cabin in the Cotton* show sponsored by Quaker Oats Co., Chicago for buckwheat flour.

FRANK HENROTTE, formerly of Hanff-Metzger of California, Los Angeles, and recently a free-lance agent in San Francisco, has joined Richard Jorgensen Adv. Agency, San Jose.

Laemmar for Nelson

Mr. Laemmar

F. P. (Pete) NELSON, radio director, of Blackett-Sample-Hummert, Chicago, who has resigned effective April 1, will be succeeded by Jack Laemmar, with the agency about a year. The position includes placement of millions of dollars in radio time. Assisting Mr. Laemmar will be Lloyd Nelson. Mr. Nelson plans a brief vacation but has not announced future plans.

Luckies Changes

AMERICAN TOBACCO Co., New York (Lucky Strike), on March 30 replaces *Your Hollywood Parade*, on 77 NBC-Red stations, Wednesday, 10-11 p .m., with Kay Kyser's *Musical College*, now on 2 Mutual stations, Tuesday, 8-9. The Mutual spot will be continued and will either have a new show or will carry the Kyser program in addition to NBC. On April 4 *Melody Puzzles*, on 64 NBC-Blue stations, Mon., 8-8:30 p. m. will go off the air; on April 1 Edwin C. Hill's *Your News Parade*, 88 CBS stations, Mon. through Fri., 12:15-12:30 p. m., will be dropped. Lucky Strike agency is Lord & Thomas, New York.

LUSTIG ADV. AGENCY, Cleveland, has inaugurated a service for credit clothing stores, including handling of spot announcements and programs, plus other advertising media. Stores in 20 States already are subscribing.

FINCH FACSIMILE Gears RADIO to the Picture Age

RISING TIDE
SCREEN
FOTO
LIFE

We Cordially Invite Broadcasters to Private Demonstrations of Finch Facsimile at Our Laboratories
•
PHONE PLAZA 5-6570 FOR APPOINTMENT

FINCH TELECOMMUNICATIONS LABORATORIES, Inc.
37 WEST 57th STREET, NEW YORK CITY

ASSOCIATED RECORDED PROGRAM SERVICE

Quality Programs for Commercial and Sustaining Uses.

25 West 45th Street
New York City

COW PONIES *Sure!* But lots of Automobiles are Sold Here, too!

3330 New Cars Sold in El Paso in 1937

Yes, they still ride broncs on the range in the El Paso Southwest. And the 21,850 radio families within this important industrial, commercial, agricultural and livestock market (the nation's 104th) buy fine cars, jewelry, cosmetics, cigarettes, food products and all other nationally advertised merchandise in such liberal amounts that you'll naturally want to get your share. You can, too, effectively and economically—by using El Paso's only radio station—KTSM.

NBC Blue & Red Networks

KTSM
EL PASO, TEXAS

Reps

RAY LINTON has resigned as Chicago representative for WMCA, New York. According to Bertram Lebhar, sales manager of the station, the resignation is to take effect six months from March 1, and no successor will be announced immediately.

ALLAN W. KERR, formerly account executive with Free & Peters, New York, on March 1 joined Transamerican, New York, in a similar capacity.

RICHARD W. GARNER has joined the Chicago sales staff of Joseph Hershey McGillvra after a year-and-a-half with the Radio Research Department of H. W. Kastor & Sons, Chicago. Prior to that Mr. Garner was associated with Procter & Gamble Co., Cincinnati, in the sales and advertising departments.

KARM, Fresno, and KROY, Sacramento, and WTOL, Toledo, have been added by Joseph Hershey McGillvra.

KROY, Sacramento, Cal., has appointed Walter Biddick Co., Los Angeles, its Pacific Coast representative.

FRANK L. McCABE, recently with WBS and previously an account executive with U. S. Adv. Corp. and George Batten Co., has joined the sales staff of Transamerican B. & T. Corp., New York.

ADVERTISING ASSOCIATES, Atlanta, Ga., has been named by KFRO, Longview, Tex., to represent that station in Atlanta and the Southeastern states.

Mexican Rep Firm

Mr. Pugh

FIRST radio representative firm in Chicago representing Mexican broadcast stations was opened March 15 by William Pugh, formerly with Ray Linton & Co., Chicago. Called Mexican Radio Sales, the new firm will represent large border and interior radio stations in Mexico. Offices are located at 360 N. Michigan Ave. and the telephone number, Dearborn 0351. Before entering the radio, Mr. Pugh was in the business office of United Artists Studios, Hollywood.

FOLLOWING its broadcast of March 3, *March of Time*, sponsored by Time Inc., New York (*Time* and *Life* magazines), now on NBC-Blue network, began its eighth year on the air. Agency is BBDO, N. Y.

ANNOUNCEMENT

Effective February 1, 1938

THE BRANHAM CO.

assumed the National Representation of

NBC-affiliated 1000-watt

RADIO STATION

WWNC

Asheville, North Carolina

SICKROOM STUDIOS—Are set up each Thursday afternoon at different places by WEOA, Evansville, Ind., complete with portable organ. Mother and sister look on as little Marvin Richardson whose back was broken when he fell from a tree, is entertained by Mrs. Pat Roper, WEOA organist; R. H. Zachary, violinist, and Announcer Paul Clark.

Audience Group Formed For Program Criticism

ORGANIZATION has been completed in Detroit of the Radio Listeners Foundation, a non-profit group said to have the object of handing along to sponsors, advertising agencies, networks and independent stations the viewpoints it gathers from listeners. The group already claims a membership of about 60,000 persons recruited from 16 states solely from bits of publicity obtained in newspapers and other media.

The Foundation enrolls its members without dues or other obligation. Financing is understood to be sought from the Radio Manufacturers Assn., distributor organizations and similar groups. Officers include W. A. Jacoby as president —"Radio Jake" as he is known in the Midwest where he has been a diagnostic engineer for a considerable number of stations. Richard E. Jones, a radio distributor, is executive vice-president and in charge of publicity. Secretary is a Detroit clubwoman, Mrs. Laura Zerza, formerly the welfare chairman of the Detroit Federation of Women's Clubs.

OTHER FELLOWS' VIEWPOINT

Helping Business

EDITOR, BROADCASTING:

I believe that your magazine and the broadcasting industry can be of material aid in bettering business conditions and the purpose of this letter is to suggest that you advocate such a campaign. WLW, Cincinnati, deserves a lot of credit for suggesting the way nationally. No doubt you know of their "Buy Now" campaign.

Here at WLBC, we have been doing the same thing for several weeks. However, we have not only urged listeners to "Buy Now" but every station break suggests "Business is better in Muncie". We believe that there is too much crying "Business is bad" on the part of the man on the street. We hope by repeating "Business is better" some seventy times daily that we may help counteract the "Business is bad" idea.

Last October when business was good, we noticed first a small murmur on the part of some people "Business is bad"; it kept growing to the point where everyone said "Business is bad" (as a matter of fact many who said so were enjoying good conditions). The natural reaction was fear—a holding on to the purse strings on the part of those who were not affected. Result—recession.

I believe that radio can dispell this mass fear. If every station in the United States would start repeating "Business is good—business is better — buy now — etc.", conditions would improve as rapidly as they declined.

At least it's worth trying. Radio has a great power for good at this time—an opportunity to prove its power to influence.

Business IS better in Muncie (retail sales were 21% ahead of last January and February). With your aid business WILL be better.

W. F. CRAIG,
Commercial Manager,
March 5 WLBC, Muncie

Operated by Owners

EDITOR, BROADCASTING:

We wish to call your attention to an error in your magazine of Feb. 15, page 38, mentioning this station. WTNJ is not now operated under a lease, same having expired Nov. 1, 1937. The station is now being operated by the owners under the management of the writer.

F. J. WOLFF,
Vice-President, WTNJ, Trenton

THE VOICE OF MISSISSIPPI

WJDX

5000 Watts

JACKSON

N.B.C.

$60,000,000 APPROPRIATED FOR MISSISSIPPI HIGHWAY CONSTRUCTION IN 1938.

•

HOME CONSTRUCTION CONTINUES AT RAPID PACE.

•

LOWEST UNEMPLOYED AVERAGE OF 15 LEADING SOUTHERN CITIES.

•

INCLUDE WJDX ON YOUR NEXT SCHEDULE. DON'T MISS THE MISSISSIPPI MARKET!

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

OKLAHOMA-OK FOR SALES!

CONSUMER INCOME UP 7%

Brookmire's estimate for Oklahoma, first six months of 1938 compared to the same period last year. Estimate for the U. S., same period: Minus 11%.

RETAIL SALES UP 9%

University of Oklahoma bureau of business research reports January sales of Oklahoma department, clothing and furniture stores 9% greater than in January, last year.

WKY BUSINESS UP, TOO!

Reflecting good business in Oklahoma, WKY's time sales this year are running well ahead of last. Advertisers know it's good business to bear down on selling WHEN and WHERE business is good.

WKY
OKLAHOMA CITY

Owned and Operated by the Oklahoma Publishing Company

Representative — The Katz Agency

WKY SERVES AND SELLS OKLAHOMA!

WCCO Names Burkland

CARL J. BURKLAND, former assistant sales manager of WCCO, Minneapolis, has been appointed sales manager. He has been on the staff of WCCO since 1929 when he started as an announcer. Later Mr. Burkland was appointed to the sales staff, becoming assistant sales manager in 1935. He is a native of Minnesota, and a graduate of the University of Minnesota. He is secretary of the Minneapolis Association of Sales Managers and chairman of the speakers committee of Minneapolis Association of Manufacturers Representatives. He succeeds K. W. Husted, who has joined WLW, Cincinnati.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour
Available for sponsorship

WATL
ATLANTA

Studio Notes

WFAA-WBAP, Dallas-Ft. Worth, have started a series of broadcasts from the State Penitentiary, Huntsville, Tex., in line with a civic service campaign of human interest interviews with prisoners and penal officials to lessen crime.

WBRY, Waterbury, Conn., has started a Monday evening series of interviews with prominent local and national personalities called *The Road Ahead*. The series is directed by Paul Cornell of the nearby Romford school.

RADIO Division of the Federal Theatre Project, New York, will soon start a series of 13 plays titled *Command Performance* on a national network to be named within a fortnight. Dramatic critics and readers of trade papers are asked to send in lists of their favorite plays for consideration. The series will be similar to the FTP *Professional Parade* on NBC and *Tish* on CBS.

WSB, Atlanta, Ga., planned to celebrate its 16th anniversary March 15 with an elaborate program jointly observing the birthday (March 29) of its pioneering manager, Lambdin Kay.

WOV-WBIL, New York, has taken over a third floor in its building at 132 W. 43d St., which will be used by the stations' new artist bureau and merchandising department. Syd Leipzig, formerly assistant radio editor of the *New York Daily Mirror*, has been appointed head of the artist bureau.

WGN, Chicago, is now originating the following educational programs in cooperation with the University Broadcasting Council of Chicago U: *Northwestern U Reviewing Stand*, Sunday morning series; *The Right Job*, faculty discussion of careers; *Book-A-Week; The Development of Music; World Neighbors; International House.*

POWER
is potency

Bringing results over 250 miles!

"I have used **KGW** and **KEX** to cover the Portland market, and in one short campaign recently, hundreds of actual sales were made from radio announcements alone. So, when I want results, I use **KGW** and **KEX**, the most potent coverage media in the wealthy Portland market."

Ted B Bruno
of Bruno Art Studios in the Northwest.

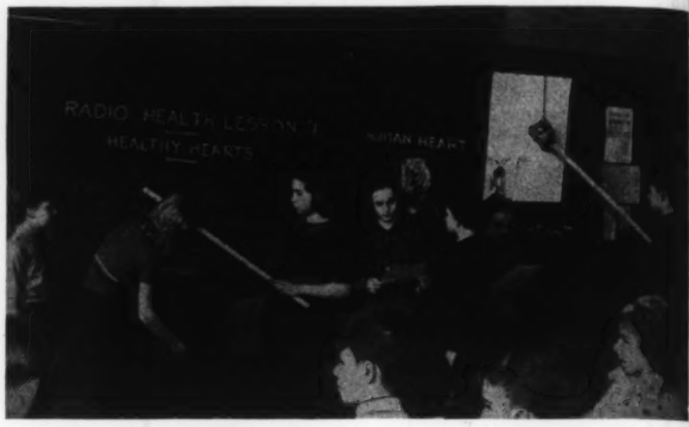
KGW
NBC Red

RADIO STATIONS OF THE
OREGONIAN
PORTLAND · OREGON

KEX
NBC Blue

Representatives — EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco

RADIO IN CHICAGO'S SCHOOLS



NEW SERIES of public school broadcasts has started in Chicago. In cooperation with the department of educational research of the board of education, WMAQ and WBBM, that city, are broadcasting educational programs designed and produced for school children.

The photo shows a radio class at Schley School, Chicago, during the first radio health lesson broadcast on WMAQ. Blackboard and chart aids supplement the broadcasts.

WMAQ airs the *Your Health* series daily under the direction of Harold W. Kent, director of Chicago's educational radio council. On March 4, WBBM began a series of afternoon programs directed by its publicity head, Hal Burnett, and its reporter, Ken Ellington. Using the WBBM mobile unit, Mr. Ellington surveys local industries and businesses where he interviews executives and department heads.

Weekly bulletins sent to principals and teachers by the board of education indicate the growing importance of radio in the classrooms. Pupils are prepared for the broadcasts by learning the background of the subject and radio programs are followed by discussion reports, exhibits, pictures and movies.

KSRO, Santa Rosa, Cal., is formulating plans for the construction of auxiliary remote control studios in Petaluma and Vallejo, Calif. Construction is scheduled to start on the Petaluma studios shortly before April 1.

A SERIES of transcribed triangular debates to be held in early April, has been arranged between the University of Hawaii, University of Redlands, College of the Pacific, University of Wyoming, and the southern branch of the Utah College, Cedar City, Utah. The University of Redlands and College of the Pacific recently installed complete professional recording facilities with equipment from Universal Microphone Co., Inglewood, Cal.

MUSIC Corp. of America has moved its West Coast headquarters from Los Angeles to Beverly Hills, Cal., where the concern has erected a new two-story building at 9300 Burton Way. Walter Johnson heads the radio department. Formal opening of the new headquarters has tentatively been set for April 6. J. C. Stein, president, is now in Beverly Hills making arrangements for the event.

STRONGEST SIGNAL
No outside station (but one) delivers a signal strength equal to /mv/m center of Springfield, Ill.

WCBS
ILLINOIS 2nd. MARKET

NATIONAL REPS.
Sears and Ayer

THE ILLINOIS STATE JOURNAL STATION

SPRINGFIELD
ILLINOIS

CBS on March 5 broadcast the first of a series of four programs entitled *Why Go to College?* Educational leaders come to the microphone to discuss the opportunities offered by various types of colleges and universities.

WAAF, Chicago, in cooperation with the radio council of the local board of education has started a series of dramatized fairy tales for school children.

KYW, Philadelphia, originates five new programs for NBC Red Network. They are *Music for Moderns*, Tuesdays; *Singtime & Dancetime*, Mondays; *Frances Carroll*, Wednesdays; *KYW Top Hatters*, Saturdays; *Campus Capers*, Saturdays.

THE THREE local high schools of Ft. Wayne, Ind., will each produce a full day's program for presentation on WGL, that city, during 1938. According to WGL the experiment brings out considerable unknown talent as well as giving the youngsters an insight into radio.

ROUND-TABLE discussions of world affairs are heard in a new weekly series on Mutual which started March 13. Entitled *Democracy in Transition*, the Sunday broadcasts are under the direction of Prof. H. Gordon Hayes of the department of economics of Ohio State University, and originate at WHKC, Columbus, via WOSU, the University's station.

THE Canadian Association of Broadcasters moved to larger quarters on March 1 in the Metropolitan Bldg., Toronto.

DESIGNED to show the unique public and political problems of Washington, D. C., a new series titled *Forward Washington* has started on WRC, that city. District officials and Congressional representatives discuss local civic problems.

WCOA, Pensacola, Fla., has started two daily broadcasts called *The Bargain Revue* to accomodate local merchants in announcing specials and sales. The morning and afternoon programs feature items specially priced or give news about coming sales.

WIBW, Topeka, Kan., has started a series titled *Sundown Plantation* featuring minstrel continuity and favorite songs of the South.

JUVENILE delinquency is the subject matter of a series called *Causes of Crime* on WWJ, Detroit. So popular has this psychological analysis of crime become that Dr. Lowell J. Carr, professor of sociology at Michigan U, listed it as a radio "must" in the monthly periodical of the Michigan Child Guidance Institute.

WHEN WMBD, Peoria, Ill., recently dedicated its remodelled studios and organ, it presented a unique half-hour program designed to show the range of the new organ. Jack Lyon and Irene Allan, staff organists, played classics and jazz, even swinging it with all stops open.

MUTUAL broadcast Dave Driscoll's ringside description of the New York and eastern finals of the Golden Glove boxing bouts, held in Madison Square Garden March 7. WMCA, New York, and the Intercity System also carried the event, which was handled by Bob Carter. On March 11 the Chicago finals were heard on Mutual, with Quin Ryan interviewing celebrities, and on March 21 Mutual will broadcast the East vs. West fights from New York.

JIMMY SCRIBNER, who does *The Johnson Family* on WOR, Newark, five days weekly, has been signed by the station for another six months. On March 15 the program moves to a three-a-week evening schedule. Mr. Scribner will appear at the Capitol Theater in Washington the week of March 18, broadcasting his program from the stage.

TO PUBLICIZE the local ski club's special trains to the Blackfoot Valley runs, KGVO, Missoula, Mont., recently broadcast *Ski Train Special* during which the mythical train stopped at local sporting goods stores to outfit the prospective skiers.

KAND, Corsicana, Tex., has expanded its studios in the State National Bank Bldg., doubling its former space by the addition of a studio, news room and three new offices.

EIGHT journalism students of Colorado U reported and broadcast the complete news schedule on KFEL, Denver, March 4.

KDON, Monterey, Calif., recently dedicated new remote control studios at Santa Cruz, seaside resort town, 40 miles to the North. The studio manager is Adriel Fried, formerly with KYOS, Merced, Cal.

FIRST national convention of the Jewish People's Committee Against Fascism and Anti-Semitism was broadcast by WMCA, New York, on March 12 from the Mecca Temple, New York. Speakers included Lt. Gov. Thomas J. Kennedy, of Pennsylvania, New York Councilman Michael J. Quill, Rep. John M. Coffee, of Washington, and Congressman Arthur W. Mitchell of Illinois.

Inside Radio

WHEC, Rochester, is presenting a series of talks and interviews on various phases of radio, conducted by Gunnar Wiig, station manager. The station's news service was described on one broadcast; radio's coverage of the Hindenburg disaster was reenacted on another; and a third took a microphone into the organ chambers of the station's Wurlitzer for listeners to learn how the music is produced.

Saerchinger on NBC

Mr. Saerchinger

CESAR SAERCHINGER, until about a year ago European representative of CBS handling broadcasts from abroad, on March 4 started a series of weekly commentaries titled *Story Behind the Headlines* on NBC-Blue, Fridays, 7:15-7:30 p. m. (EST), presented under the auspices of the American Historical Association in cooperation with NBC as an educational feature. Mr. Saerchinger recently returned to the United States from London to place his new book *Hello America!* in the hands of his publishers. Previous to joining CBS he was foreign correspondent for the *New York Post* and *Philadelphia Public Ledger*.

WPA Story Series

WPA Federal Theatre Radio Division has started a series of programs on WOR, Newark, and the Mutual Network, Sundays, 8 p. m., EST, titled *Their Greatest Stories.* The programs consist of dramatizations of modern classics and stories by new author. Included among the authors represented are Bret Harte, Stephen Crane, George Meredith, Henry James, Rudyard Kipling, James M. Barrie, Edith Wharton, Ernest Hemingway, Erskine Caldwell, Willa Cather, Dorothy Parker and S. S. Van Dine.

KSRO, Santa Rosa, staged an all night DX party. Feb. 27. The feature lasted from midnight until 7 a. m. and included greetings from Santa Rosa's mayor and other dignitaries.

Second in U. S. — only Iowa has less unemployment than Vermont. This WNBX market enjoys

Steady Income

WNBX
SPRINGFIELD, VT.

SPRINGFIELD • VERMONT C.B.S.

March 1, 1938

We Announced

FULL TIME

in Pennsylvania's Third Market

●

NOW-

We are increasing our service to the vast radio audience in this area through our affiliation with

MUTUAL BROADCASTING SYSTEM

QUAKER STATE NETWORK

and

INTERNATIONAL BROADCASTING SYSTEM

We maintain a full leased wire service from New York at no additional charge to advertisers for programs originating from that city.

●

WBAX

The Stenger Broadcasting Co.

H. A. Seville, ***Manager***

WILKES-BARRE, PA.

250 Watts Day ***100 Watts Night***

New Marker Is Patented For Antenna Guy Wires

A PATENT for a new type of marker for guy wires used on broadcast antennas to replace the ordinary "flag-marker" was applied for March 9 in behalf of Louis Buckwalter, technical director of KOIN-KALE, Portland, its inventor. C. W. Myers, president of the stations and former NAB president, filed the application while in Washington and revealed that the International Derrick & Equipment Co. proposes to use the new marker on all future installations. He declared also that the Airways Division of the Department of Commerce approved the device and commended it.

The marker, painted in international orange, is made of heavy sheet metal and is cone-shaped. The guy wire passes through the center of the marker which is streamlined and has a high visibility from all directions and a low wind resistance. The first installation will be on the new KOIN vertical radiator.

WJBY
GADSDEN, ALA.
. . . intensified coverage of Alabama's SECOND industrial area . . .
COMPLETE
Merchandising Service

PRAISE FOR RADIO IN FLOOD

Heroic Amateur Remains in Parked Car 64 Hours to Keep Valley's Only Contact Operating

LOS ANGELES county officials and Red Cross leaders are very laudatory of the service performed by Southern California's amateur shortwave radio operators during the recent storm and flood. For many hours these amateur operators provided the only means of communication Los Angeles and neighboring cities had with the outside, relaying appeal for medical aid and supplies, police bulletins regarding missing persons, weather reports, conditions of dams in the foothills and a multitude of other important messages for which there was no other means of transmission.

Howard Leroy Johnson of 1218 North Cummings Street, Los Angeles, kept a vigil of 64 sleepless hours operating his mobile short-wave station, 6PAK, from his car parked on a hillside at the summit of Cahuenga Pass, Hollywood. From early Wednesday morning, March 2, until Friday night, March 4, Johnson and other operators cooperating with him provided the only contact between the flood stricken San Fernando Valley and the outside world.

Operating as an emergency Red Cross unit, Johnson went without sleep for three days and two nights shut up in his small sedan, broadcasting hundreds of vital messages for police and relief agencies. Families in the neighborhood provided him with hot coffee and food. Working with Johnson were shortwave stations 6CPY and 6NWM in Van Nuys, Cal., 6LRO and OZV, at the Metropolitan airport, 6EYF, North Hollywood, and 6OPM, 6OJL and 6CHY, Los Angeles.

One of the shortwave broadcasts from flooded areas in Long Beach, Cal., Wednesday, March 2, by KFOX announcers Norman Masterson and Frank Goss, and technician Lawrence Weston, was from the lowlands east of the city where roads and fields were covered with water to the depth of eight feet. Only open ground was the highway where the portable transmitter was located for broadcasting. Literally scores of half drowned field mice and gophers were frantically swimming for safety, or scuttling, soaked to the skin, across the road.

Masterson and Goss rescued two of the mice, warmed them inside the KFOX truck, and brought the tiny refugees back to the station. They have been adopted by the KFOX staff as mascots of the flood.

Frank Goss, special events director of KFOX, Long Beach, Cal., has a new suit and pair of shoes as a result of the flood. When he went out on shortwave broadcasting in the flooded areas, March 2, he had no time to change clothes. Ten hours of wading through ankle deep mud and water completely ruined those he was wearing and convinced Hal Nichols, station owner, that Goss was entitled to a complete new outfit. Technicians Lawrence Weston, Announcers Foster Rucker, Norman Masterson and Lou Huston received new shoes. The ones they were wearing during the shortwave broadcasts, were water soaked and ruined.

Arden to Switch

ELIZABETH ARDEN, New York (cosmetics), on March 8, auditioned a new Hollywood quarter-hour musical program as a possible successor to the present *Hour of Romance* with Eddie Duchin's orchestra, which is scheduled to end on Mutual network March 22. The new show will probably start the following week at the same time on Mutual. The program, if accepted, will be a live show originating from Hollywood. George Fischer's Hollywood gossip has also been offered to Miss Arden as a successor to the present Duchin program.

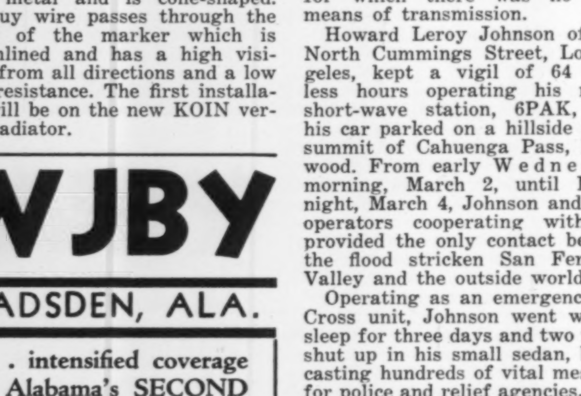
Dr. Otho Fulton, Pioneer In Facsimile Tests, Dies

DR. OTHO FULTON, pioneer experimenter with the transmission of pictures by wire and radio, died of a heart attack at his New York home on Feb. 28. President of Fultograph Inc., New York company which he founded to manufacture and distribute the Fultograph facsimile equipment he had invented, Dr. Fulton was 70 years old at the time of his death. According to John T. Parkinson, general manager of the company, Dr. Fulton had been interested in facsimile for more than 25 years and as early as 1912 had transmitted a photograph of King George V by wireless, believed to be the first demonstration of facsimile broadcasting.

The Fultograph transmitter operates by means of a photo-electric cell which scans a negative of the material to be transmitted, converting the various shadings into electrical impulses which are broadcast. The receiver consists of a drum, revolved by an electric motor, with a sheet of chemically treated paper over the drum. A needle pressing the paper at the same point that the light beam passes through the negative at the sending end draws out the coloring in the paper and reconstructs the picture. Heart of the apparatus is an "electro-magnetic clutch" which insures complete synchronization between the transmitting and sending apparatus at all times, regardless of the distance the material is being sent. A number of broadcasting stations are reported to be interested in trying out the Fultograph system of facsimile broadcasting and arrangements are under way with Press-Wireless for a facsimile channel linking New York with South Africa, beginning in June.

Mr. Parkinson said that operations of the company will not be interrupted by Dr. Fulton's death. His experimental work will be continued under the direction of Dr. Alfred N. Goldsmith, radio pioneer and former vice-president of RCA, who is a stockholder in the company and a former associate of Dr. Fulton in his facsimile research. Among the inventions which will be developed commercially is a device for the recording of sound and pictures together on a phonograph disc, from which by means of a double pickup the sound and picture can be simultaneously reproduced in the home.

WHEN Chief John Osceola of the Seminole Indians recently executed a member of the tribe in accordance with tribal law, WIOD, Miami, Fla., broadcast a meeting of the Seminole council from the reservation in the Everglades.



BLILEY CRYSTALS
are manufactured for all frequencies from 20 Kc. to 30 Mc. Bliley Broadcast Frequency Crystals are approved by the F. C. C. Precision manufacturing and correctly designed holders assure full dependability.
BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

MAY 1
IS THE DATE ON WHICH KGKO WILL GO ON THE AIR - COVERING
FORT WORTH and DALLAS
WEST and NORTH TEXAS

AN EYE-WITNESS FLOOD STORY

KVOE, Santa Ana, Inundated But Crew Sticks to Posts as Water Shorts Equipment

By **ERNEST L. SPENCER**
Manager KVOE, Santa Ana, Cal.

KVOE, Santa Ana, Cal., is digging itself out the mud after having performed invaluable services during the destructive flood which took 20 lives and damaged millions of dollars worth of property in Orange county, the territory the station serves.

Situated just below the west levee of the ordinarily dry Santa Ana river, the new KVOE plant was in the direct path of the swollen river, which spilled tons of silt-laden storm waters over the rich citrus district and which roared through Atwood, Anaheim, Fullerton and other communities.

As early as 9 p. m., March 3, KVOE began to warn residents on the west side of the river to take older people to homes of friends or relatives on the higher east side. Instructions and warnings of peril to residents in low-lying district were relayed by KVOE, which kept in direct touch wilth the sheriff and flood control engineer. Telephone and other forms of communication failed, and for several hours KVOE was the only means of getting news to the stricken people.

Surrounded by Water

When the flood waters began swirling about KVOE, I was in the station along with Clarence Palmer, technician: A. G. Dimond, salesman, and Sam Lipsett, announcer for KFSD in San Diego. Lipsett could not get back to San Diego because bridges and roads were out, and was visiting the station with his friend, George Cunningham, of San Diego. With Stanley Sandstrom, operator at KVOE, Cunningham left the building to take an automobile home. They were gone but 20 minutes, but when they returned they could not get into the building because the flood waters had risen so rapidly.

The flood struck the station at 3:45 a. m., March 3. KVOE had received word the river had broken out at Atwood, and had been warning people to get out of the danger areas. The station broadcast flood warnings from the flood control department, sheriff's office, and also aided in mobilization of the American Legion for emergency duty.

At 4 a. m. two feet of water lapped at the walls inside the KVOE building, and rose to within six inches of the transmitter itself. KVOE continued to broadcast until 4:16½ a. m. when water shorted the tower. Five feet of water surrounded the tower.

When the station went off the air, the men who stood by their posts to save life and property, were broadcasting the actual roar of the flood.

AT HEIGHT—Of the flood, Ernest L. Spencer, owner and manager of KVOE, Santa Ana, Cal., tried to wade to the station but couldn't quite make it because of the current. He got there later by boat.

The next morning the men were taken from the station in rescue boats. They worked all Thursday night after the water had receded, and KVOE was back on the air at 4:30 a. m. Saturday. The station operated all Saturday night, mainly to reassure people that rumors of broken dams were unfounded. The men took a rope cable, and strung it from the station proper to a fence surrounding the tower. This was used as a life-line while an overhead cable was strung on stilts to light the tower. The flood waters deposited about six inches of slimy mud all over the studio and left the basement full of mud.

KFPY–Spokane
KGIR–Butte
KPFA–Helena
KRSC–Seattle
KXL–Portland
Five favorite stations available with a single contract.

Mickey Mouse Renewed

PEPSODENT Co., Chicago has signed for a 13-week renewal of its Walt Disney *Mickey Mouse* show effective March 20 and has also signed for an additional 13 weeks to start the latter part of September. The program will be off during the summer months. Lord & Thomas, Chicago, is the Pepsodent agency.

Illinois Bell Spots

ILLINOIS Bell Telephone Co., Chicago, to promote the "Red-book", will use daily one-minute live announcements for 13 weeks, starting April 3 on 10 Chicago stations. B. C. Herrick, radio director of N. W. Ayer & Son, Chicago, handled the placement.

LANG-WORTH
planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

•

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

Baseball Announcers

COSPONSORS of professional baseball games will hold the second annual baseball convention at Edgewater Beach Hotel, Chicago, April 10-12, to instruct announcers in handling of games this season. Attendance is expected to surpass that of last year, when 62 announcers were present. Executives of General Mills, Knox-Reeves Adv. Agency, Socony-Vacuum Oil Co. and J. Stirling Getchell Inc. will direct the schools, along with prominent baseball executives.

Radio Committee Named

A SUBCOMMITTEE to consider the Chavez-McAdoo Bill for erection of an International Broadcasting Station in San Diego, Calif., to use the five Pan-American frequencies and thereby promote Pan-Americanism, was named March 11 by Senator Wheeler (D. Mont.) Chairman of the Interstate Commerce Committee. Members are Senators Bone of Washington, chairman and Hill of Alabama, Democrats, and Austin of Vermont, Republican.

Kaufman Heads KYSM

BOB KAUFMAN, formerly with WBBM, Chicago; KMA, Shenandoah, and WLS, Chicago, has been appointed manager of KYSM, newly authorized station at Mankato, Minn. The station, to begin operation in several weeks is assigned to the 1500 kc. channel with 100 watts night and 250 watts day.

STUNG BY SWING

Fitzpatrick Cleanses WJR Of Jungle Patter

ONE MAN campaign against swinging folk and semi-classical songs has been started by Leo Fitzpatrick, manager of WJR, Detroit. Tommy Dorsey's band was cut off the air March 9 on WJR when it swung "Loch Lomond". "My mother used to sing that song to me", said Mr. Fitzpatrick, "and I think it's a desecration to swing it." He has ordered that this type of swing music be cut from all sustaining programs on WJR and has prepared a formal protest to CBS officials. "We of the older generation have memories of songs that are becoming popular swing material. It's a battle between the youth of today and the youth of yesterday," Mr. Fitzpatrick concluded.

FAIRCHILD RECORDERS
have
Center Drive turntable and Synchronous Motor that guarantee constant speed at 33 1/3 r.p.m.

Sound Equipment Division
FAIRCHILD AERIAL CAMERA CORPORATION
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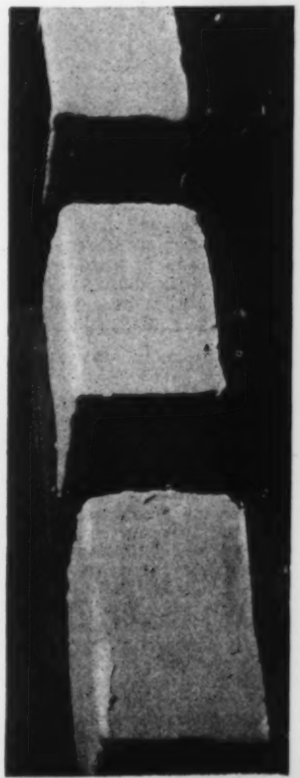
CHURNED GOLD...



from the farms of
NEBRIOWA*

Butter contributes approximately 50 million dollars annually to the income of Nebriowa. This money goes to farmers, for milk; to truckers and railroads, for transportation; to several thousand employees of Nebriowa creameries, for labor.

*WOW Dominates
NEBRIOWA

Recent surveys to determine listening habits in Nebriowa indicate a strong preference for WOW—a preference that means dollars and cents in RESULTS for advertisers. Ask us about NEBRIOWA (pronounced Ne-bri'-o-wa), the fertile market composed of eastern NEBRaska, western IOWA, and parts of Missouri, Kansas, South Dakota and Minnesota. Its business capital is Omaha. Its radio capital is . . .

WOW

590 KC OMAHA, NEB. 5,000 Watts

John Gillin, Jr., Mgr.

John Blair Co., Representatives
Owned and Operated by the
Woodmen of the World Life Insurance Society

ON THE N. B. C. RED NETWORK

Flood Damage Mitigated by Radio's Aid

All Facilities Are Used for Relief Of Victims

(*Continued from Page 15*)

Norman Masterson and Lou Huston broadcast information from various sections of the community endangered and supplied almost continuous service to the people of Long Beach and adjoining towns.

All bridges were carefully watched, places of refuge checked, storm bulletins issued, and in general all information of a useful character was supplied to the public by the painstaking crew of KFOX which worked throughout the day and night until all threat of danger had passed.

The crew of KFOX broadcast by remote control the collapse of a foot bridge from which eight persons plunged to death in a flood control outlet. Eye-witnesses told their story. KFOX was the first to inform the police and newspapers of the tragedy, which had been witnessed by Don Alderman, account executive.

KFWB Installs Remote in High School

A note of humor entered when a Long Beach spaghetti cafe owner had his bus boys chase the shortwave broadcasting crew all over town trying to catch up with them to give them coffee and food.

Warner Bros. KFWB, Hollywood, headed by Harry Maizlish, general manager, and Jere O'Conner, special events director, responded to the emergency by making up an auxiliary crew with a mobile shortwave unit. Its mobile crew consisted of Harry Myers, Max Kelch, John Strock and Cal Applegate, technicians; Allen Bode and Ronald Reagan, announcers, the latter two being film stars who volunteered service; and Bill Ray and Bill Schwartz, utility men.

Despite intermittent power failures which kept the station off the air, its crew and facilities operated tirelessly through the day and entire night of March 2-3 gathering and disseminating helpful information.

In addition to its shortwave unit, KFWB set up remote equipment in the North Hollywood High School, the main point of refuge in Hollywood, and alternated service between that point and the office of the Los Angeles Mayor Frank L. Shaw, chairman of the Major Disaster Emergency Council.

Statement of commendation was subsequently issued to this station which stated in part that "the Major Disaster Emergency Council wishes to congratulate the management and personnel of Warner Bros. KFWB, the official broadcasting station of the Council during the storm. At the time when hysteria and rumor flooded the air, KFWB was steadfast in its policy of releasing only authorized, authenticated information concerning conditions."

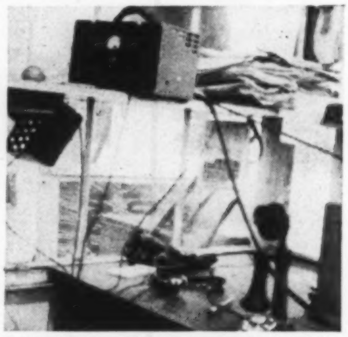
The Mutual-Don Lee outlet, KHJ, Los Angeles, through Willet H. Brown, assistant general manager, and Van Newkirk, director of special events, effected hookups by shortwave through three points. Its mobile unit, WABD, under direction of Frank Kennedy, chief engineer, was put into commission for the Los Angeles County Sheriff's office on a two-way hookup with WYM, Army station at March Field, Riverside County, as relay between Los Angeles, and the Riverside and San Bernardino areas.

An emergency remote was also placed in the sheriff's office and relief bulletins were flashed from there over KHJ to the stricken areas. Other shortwave links were to Santa Barbara and San Diego. Close cooperation was also effected between KHJ and the California Forestry Medical Corps and the Los Angeles Bureau of Power & Water. The station was also the official means of communication for Santa Monica, the mayor of that city directing activity via KHJ. The Army Amateur Network closely cooperated with the Don Lee network in making contacts with San Diego and Santa Barbara.

KVOE, Santa Ana, Cal., affiliate of the Mutual-Don Lee network, went off the air March 2, at 3 p.m., remaining silent until noon March 5. Flood waters submerged its transmitter and put it out of commission. All communication was cut off from the community during that period.

Many Lives Saved By KEHE As Bridges Fall

KEHE, Los Angeles, virtually turned its facilities over to the relief authorities. Manager Jack Gross was marooned in San Francisco. During his absence his assistant, Howard Gambrill, was in charge and on duty for three days and nights. The station developed a form for the exchange of personal information and its missing persons' bureau made countless contacts between individuals and families. During the critical hours of the flood, remote control broadcasts were made.



LINES — Were down, but radio carried on. KEHE, Los Angeles, set up a temporary control room in a gasoline service station at Universal City for remotes.

During one broadcast, the Lankersham Bridge over the Los Angeles River at University City was ripped out by the surging waters, and KEHE flashed warning. At another point several houses were swept away from an island formed by the river where there had been mainland before. Rescue work was described and warnings issued to others to stay away because of exposed power lines. Persons on the newly-formed island were instructed via KEHE to remain calm until rescued. The KEHE transmitter was accessible only by boat, but its tired crew headed by Leon Fry, remained on duty throughout the day and night.

The station's mobile crew of six, consisting of Bob Le Mond, director of special events, Al Posca, program director, Technicians Art Brearley, Julius Rickberg and Oliver Mitchell, accompanied a sheriff's posse to San Antonio Canyon, Cal., 90 miles from Los Angeles, where approximately 500 persons were marooned. They were scheduled to do rescue work, and broadcast about conditions there.

Fred Ragsdale, KEHE chief engineer, was on the job constantly for three days, not leaving the station, and with practically no sleep, directing his technical staff at various points of operation. The transmitter crew consisting of William Miller, supervisor, and his assistants, Jim Wright and Art Brearley, while marooned at the transmitter building for 24 hours without food or sleep, kept the station on the air, at times through use of its own generated auxiliary power.

KMTR, Hollywood, dispatched its sound truck about the danger zones of Los Angeles County making transcriptions which were immediately returned to the station for broadcast. The station remained on the air all night March 2-3 giving emergency warnings and information, cooperating with various official agencies.

Mobile Trucks Record The Havoc for Broadcasts

When all communication with the city of Van Nuys was cut off, the Red Cross appealed to KGFJ, Los Angeles, for cooperation. The station sent its mobile shortwave transmitter KABG toward Van Nuys, but the truck and trailer became water-logged and stalled. It required several hours before it could complete its mission. Crew consisted of Harry Parker, chief engineer, assisted by Luciano Astorge, Howard Coleman, and Ludwig Noeske, technicians. Complete bulletin service of flood conditions were broadcast throughout the period of emergency by KGFJ.

KGER, Long Beach, Cal., kept abreast of rapid emergency developments over a wide area through remote control lines, mobile recording equipment and constant telephone contact with law-enforcement and relief organizations. Authenticated flood bulletins were broadcast at ten-minute intervals, regardless of scheduled commercial programs. This was in addition to hourly news summaries.

It was reported that KGER and KIEV were the only two stations in the flood areas which delivered uninterrupted service. KGER's transmitter is located adjacent to the Los Angeles River and flood control dyke, the tower being less than 300 feet from the center of the river. The waters rose to a height

SHORTWAVE — Saved the day when lines went down. From Venice, Cal., at the flood crest KFI's portable transmitter sent flood news to KFI shortwave. Left to right are Joy Storm, NBC announcer; George Curran and Seymour Johnson, KFI engineers.

Organized Amateurs Clear Messages By the Thousand Through Flood Area

RADIO AMATEURS were quick to respond when floods in the Los Angeles area broke power lines and forced many broadcasting stations off the air temporarily. Of the 2,000 amateurs in the area, 200 were assigned to active duty so facilities might be conserved and interference reduced.

Don Draper, Los Angeles police detective and section manager of the American Radio Relay League, was in charge. One traffic feat was the handling of all press association news dispatches from San Diego, El Centro, Riverside, San Bernardino, Filmore and other nearby towns for more than 24 hours.

A national system of amateurs was rapidly organized and Edward C. Stockman of Denver served as a clearing unit. His station, W9ESA, was the first to establish contact with an amateur in Los Angeles and was used as a clearing house for messages from the East. The communications chief for the national amateur network was F. E. Handy of the Hartford office of ARRL. Through his efforts thousands of amateurs throughout the United States tried to contact Los Angeles amateurs, transmitting hundreds of messages.

In Washington the FCC issued a special notice which offered cooperation to all stations in the flood area. KIEV, Glendale, Cal., and KMPC, Beverly Hills, Cal., daytime stations, applied for and received special permission to broadcast at night until the flood receded.

that would have completely submerged the transmitter building had the bank or dyke broken away.

KGER engineers, under the direction of Jay Tapp, ran a mike line from the building to the river bank, and Frank Ottoboni, announcer, broadcast particulars on the rise and fall of water, gave descriptions of the flow of debris, and warned listeners in the wake of danger. After the storm and flood began to subside, Clete Roberts, KGER news editor, spent three hours in an airplane surveying conditions and property damage, and gave a half-hour broadcast depicting highlights of the flight and alleviating fear.

The California Highway Patrol called upon and used the facilities of KFI-KECA to broadcast messages to the highway motor patrol. Chief E. Raymond Cato of the California Highway Patrol sent air messages to all highway officers in various neighboring communities ordering them to report at once via short-wave amateurs the condition of roads.

Harrison Holliway, general manager, and H. L. Blatterman, co-chief engineer of the two stations, devised a system whereby the vital information on scheduling and routing of food caravans could be relayed back to Los Angeles headquarters. All amateurs in nearby towns were requested to contact highway patrolmen.

Radio Kept on Serving After the Flood Crest

KMPC, Beverly Hills, Cal., supplied practically continuous flood bulletins throughout the period of the emergency, delivered by Matt Murray, the only exception being when the station was off the air through power failure.

KFAC, KFVD and KRKD, all of Los Angeles, and KIEV, Glendale, and all other transmitters in the area flooded did outstanding service in the cause of relief. All of those mentioned, together with other radio stations throughout California, faced power failures, torn roads, washouts that disrupted telephone service and paralyzed railroad, motor and airline transportation, but kept on the job during the entire emergency.

Not the least of the dangers was the uncertainties of travel. The precarious conditions of roads undermined by water not visible to users, accumulated debris washed onto flooded roads, highways choked by stalled cars, together with torrential runoffs of water in every section of the county of Los Angeles, created formidable hazards to the public at all points.

Broadcasters provided clearcut warnings of these dangers, despite the breakdown of public utilities in some directions.

To short-wave transmitters and their intrepid amateur licensees is due tremendous credit for making the service blanket the entire district. Many broadcasters found the cooperation of amateurs invaluable in supplying eyewitness reports and countless bulletins from inaccessible districts were received from this source.

Frequent bulletins emanating from the Board of Health were broadcast advising against scare rumors relative to the water supply, food shortage, and first aid information. Directions were also given for hospitalization of injured persons together with general health deportment. All bulletins were expeditiously handled.

Radio men with hip boots, hungry and fatigued, manned posts lighted by various makeshift devices, and unmindful of personal discomfort, did their job well.

Generous Eddie

WHEN California floods interrupted network programs it looked as though NBC's MGM show on March 3 could not be broadcast because of line trouble at KFI, Los Angeles. Eddie Cantor rehearsed a special New York cast all that afternoon to fill the gap. At the last minute the scheduled show went on and Eddie turned back the $20,000 that was to be paid for the substitute program.

PRAISE FOR RADIO

Flood Area Voices Thanks For Heroic Service

PRESS comment in the Los Angeles area was commendatory of radio's role in the flood, although two Los Angeles morning papers alleged that radio had given some hysterical and inaccurate reports. At the same time, the papers gave credit to Transradio as their source of news from all points outside of Southern California.

Newspapers made profits from the disaster through swollen circulation whereas broadcasters sacrificed a substantial volume of revenue and spared no expense to give complete flood coverage. Thousands of letters and telephone calls were received by stations and networks expressing gratitude for services rendered. Grateful municipal authorities gave public expression of the invaluable aid that radio furnished in the emergency.

ARRANGING—A flood broadcast were (l to r standing) Marvin Young, NBC production manager in Hollywood; A. H. Saxton, engineer in charge of western division; Matt Barr, press; Harrison Holliway, manager NBC affiliated stations KFI-KECA; Walter Bunker, assistant production manager. Seated are Joe Parker, announcer; Clinton (Buddy) Twiss, special events announcer; John Swallow, program manager NBC western division, and Jimmy Vandiveer of KFI-KECA special events.

Ohio State Plans Annual Gathering

Success of Engineering Meet Encourages University

SO SUCCESSFUL was the first Broadcast Engineering Conference held Feb. 7-18 at Ohio State University, Columbus, that plans are under way to make it an annual meeting at Columbus, according to W. E. Everitt, director of electrical engineering at Ohio State. The 96 registrations from 25 States and 3 Canadian provinces included 14 university professors, station engineers, industry and governmental representatives.

Sponsored by the department of electrical engineering of Ohio State U., the conference was designed as a discussion of important technical problems experienced by radio engineers of the U. S. and Canada. Harold H. Beverage, chief research engineer of RCA Communications Inc., addressed the conference on "Ultra-High Frequency Propagation." George H. Brown, consulting radio engineer, spoke on "Broadcast Antenna Design." John F. Byrne, engineer of the Collins Radio Co., Cedar Rapids, Ia., discussed field strength surveys.

Topics Discussed

John H. Dellinger, chief of the radio section of the National Bureau of Standards discussed propagation of broadcast frequencies at night and William H. Doherty, radio development department of the Bell Telephone Laboratories, spoke on high power radio frequency amplifiers. George M. Nixon, development engineer of NBC discussed studio acoustics.

Dr. Everitt talked on "Coupling Networks", and Herbert M. Hucke, chief communications engineer of United Airlines Corp., told of snow static effects on aircraft.

Harold L. Oleson, of the Weston Electrical Instrument Corp., discussed indicating instruments and Peter C. Sandretto, communications engineer of United Airlines Corp., spoke on the principles in aeronautical ground radio station design. Arthur E. Thiessen, commercial engineering manager of General Radio Co., told of experiments in making modulation and distortion measurements.

Attending the conference were:

Ernest L. Adams, WHIO, Dayton; John Aitkenhead, WADC, Akron; Ben Akerman, WGST, Atlanta; J. E. Anderson, WHKC, Columbus; Tom E. Atherstone, KGVO, Missoula, Mont.; Robert D. Avery, WBDJ, Roanoke, Va.

Stuart L. Bailey, Jansky & Bailey, Washington; Harold H. Beverage, R.C.A., New York; Cecil Bidlack, WOSU, Columbus; R. K. Blackburn, WTHT, Hartford; G. E. Branch, WLW, Cincinnati; Charles Brannen, WCLO, Janesville, Wis.; George H. Brown, R.C.A., New York; Ormond F. Bullis, WHAM, Rochester; John F. Byrne, Collins Radio Co., Cedar Rapids, Ia.; E. M. Boone, Ohio State U.

John S. Campbell, WSM, Nashville; W. J. Carter, CKLW, Windsor, Ont.; Raymond Collins, WFAA, Dallas, Texas; K. R. Cooke, WGBI, Scranton, Pa.; John H. Dellinger, Bureau of Standards, Washington; William H. Doherty, Bell Laboratories, New York; Richard S. Duncan, WHP, Harrisburg; E. E. Dreese, Ohio State U.

William L. Everitt, Ohio State U; A. Paul Frye, Moody Bible Institute, Chicago.

Kenneth Gardner, WHAM, Rochester; D. W. Gellerup, WTMJ, Milwaukee; Lester Gilbert, WNBF, Binghamton, N. Y.; Wendelin Gunther, WJJD, Chicago.

Albert Heiser, WLVA, Lynchburg, Va.; R. C. Higgy, WOSU, Columbus; Oscar C. Hirsch, KFVS, Cape Girardeau, Mo.; Guy C. Hutcheson, CBS, New York; William Hutton, WGAR, Cleveland.

Martin Katzin, R.C.A., New York; Philip Konkle, WLW-WSAI, Cincinnati; Allan Kunze, Ohio State U.

Floyd Lantzer, WLW-WSAI, Cincinnati; G. F. Leydorf, WLW-WSAI, Cincinnati.

J. M. McDonald, WLW-WSAI, Cincinnati; H. McMahon, CJCA, Edmonton, Alberta, Canada; A. R. Moler, KMBC, Kansas City; Paul Moore, NBC, Chicago; John F. Morrison, Bell Laboratories, New York; M. R. Mitchell, WJR, Detroit.

George Nixon, NBC, New York.

Elwin J. O'Brien, U. of North Dakota, Grand Forks, N. D.; Harold L. Olesen, Weston Electrical Instrument Corp., Cleveland; A. C. Omberg, WSM, Nashville.

R. Morris Pierce, WGAR, Cleveland; L. M. Poast, Jansky & Bailey, Washington; W. L. Poole, CKLW, Windsor, Ont.; George Platts, WLW-WSAI, Cincinnati.

R. J. Rockwell, WLW-WSAI, Cincinnati.

C. E. Schuler, International Derrick & Equipment Co., Columbus; Carl E. Smith, Radio Air Service Corp., Cleveland; L. W. Stinson, KVOO, Tulsa.

Arthur E. Thiessen, General Radio Co., Cambridge, Mass.; C. H. Topmiller, WCKY, Cincinnati.

J. P. Veatch, KFEL, Denver.

Ralph A. Webster, King Trendle Broadcasting Corp., Detroit; Jos. Whitehouse, WLW-WSAI, Cincinnati; B. T. Wilkens, WKBN, Youngstown.

Gen. Harbord Sails

THE importance of Hollywood in the radio amusement field is closely rivaling New York and will continue to increase as time goes on, Gen. James Guthrie Harbord, chairman of the board of RCA, stated when in that city March 3, on the start of his world tour. General Harbord inspected the RCA Hollywood plant and also the site of the new NBC studios in that city. He also conferred with Don E. Gilman, NBC western division vice-president. Accompanied by E. S. Colling, RCA publicity director of New York, he sailed from Los Angeles on board the *Monterey* for Honolulu and will visit Japan, Java, the Phillipines and China. They will also attend the World Radio Broadcasting Conference in Sydney, Australia, to be held under British auspices. They will proceed across Russia and visit the principal European countries, returning thence to New York.

HAL E. ROACH Studios Inc., Culver City, Cal., motion picture concern, is preparing a half-hour radio show built around the Our Gang kids, through William Morris Agency, Beverly Hills, Cal. Show will be produced by Hal Roach.

XUM

Syracuse Stations Help College in Installation Of Workshop on Campus

SYRACUSE University in cooperation with WSYR and WFBL, Syracuse, announces the completion of its Radio Workshop installed on the campus at a cost of $5,000 shared jointly by the school and the stations. Programs originating in the Workshop are sent through leased wires to either local station for broadcast.

The larger of the two new studios is designed for dramatic and choral productions, the smaller will be used for round-table discussions and newscasts. In addition to a control room using Western Electric equipment there is a large observation room for classes and spectators.

The University began its broadcasting activities in 1930 under an exclusive agreement with WSYR and during the last seven years has aired 2,130 programs in which 4,000 students have participated. The Workshop committee consists of Prof. Kenneth G. Bartlett of the school of public speech as program director; Dr. D. Walter Morton, director of the extension school; Dr. M. Lyle Spencer, dean of journalism; Dr. Karl C. Leebrick, dean of liberal arts; George B. Thurston, university business supervisor, and Dr. Harold Butler, dean of fine arts.

Robert G. Soule, vice-president of WFBL, said of the new Workshop, "Syracuse U with its new studios and arrangements for the use of two stations has an opportunity to train young people in the writing of scripts and production of programs. It will furnish an excellent test of educational programs for listener reactions." Col. Harry C. Wilder, president of WSYR, added, "The Workshop extends the usefullness of the university radio work and provides many more students with good training in all branches of broadcasting. The commercial stations welcome this training and believe it will furnish us with trained personnel in this rapidly growing industry."

General Mills Starts

GENERAL MILLS, Minneapolis, will sponsor *Get Thin to Music*, on behalf of Gold Medal Flour, on WGN, Chicago, and WCAE, Pittsburgh, starting March 21, using the 9:30-9:45 a. m. (CT) period. According to Park G. Parker, vice-president of Blackett-Sample-Hummert, Chicago agency in charge of the series, the program will be extended gradually to other Mutual stations.

WCKY Applies for 50 kw.

WCKY, Cincinnati, on March 12 filed with the FCC an application seeking an increase in power from 10,000 to 50,000 watts on its 1490 kc. channel. William A. Porter, Washington attorney, filed the application for the L. B. Wilson station.

Chesterfield Sports

LIGGETT & MYERS Tobacco Co., New York (Chesterfields), on April 18 will start a sports review on a large NBC network. The program will be broadcast five nights weekly at 6:30-6:45 p. m. Agency is Newell-Emmett Co., New York.

AFTER — The fire was over, WHBF, Rock Island, looked over its transmitter house and saw a sight like this. A new Collins transmitter was rushed from Cedar Rapids.

Transmitter Lost In Blaze at WHBF

New Equipment Is Set Up at Rock Island Golf Course

FIRE that suddenly broke out during a basketball broadcast March 9 destroyed the transmitter house of WHBF, located on the roof of the Harms Hotel, Rock Island. Faulty wiring is believed to have caused the blaze, which broke out suddenly in a room directly beneath the transmitter.

The transmitter, and all records were destroyed. E. C. Page, Washington consulting engineer, who was in Rock Island making intensity measurements in connection with WHBF's application for a power increase and new transmitter, aided the staff in erecting temporary equipment. A new Collins transmitter was rushed from Cedar Rapids. A temporary transmitter house was set up at the Sankie golf course near the city limits.

William Gallien, transmitter engineer on duty, first noticed trouble with the current at 9:20 p. m. He checked the transmitter and saw smoke coming through the floor from the hotel attic. As the transmitter went off the air, he grabbed a phone and called the fire station and hotel clerk. The stairway by that time was a mass of flames, Gallien escaping to a hotel room and down an ice covered fire escape.

While total damage from the fire amounts to $50,000, WHBF's equipment is insured.

WHBF resumed broadcasting at 10:45 a. m. March 11 after having missed only 25 hours and 20 minutes of broadcast time. A temporary antenna system was devised from 100 feet of pipe and 12 ground radials made of 3-foot chicken wire, 150 feet long. WOC, Davenport, Ia., offered its facilities to WHBF, and Maurice Corken accepted, and on March 10 announced plans for resumption of service.

Appellate Court Turns Searching Eye To FCC Procedure in Deciding Cases

THE EXTENT to which the newly-constituted U. S. Court of Appeals of the District of Columbia is interesting itself in broadcast matters was again demonstrated March 7 when members of the bench fired a barrage of questions at attorneys in arguing pending appeals on FCC cases.

Having upset the FCC in one case only a few weeks ago and having sharply criticized FCC procedure in deciding several other cases, the Court appears to be heading toward writing of new radio legal precedent. Two of the five justices have served less than a year while Chief Justice D. Lawrence Groner has served since 1931 and Associate Justice Harold M. Stevens has served since 1935. The fifth member, Congressman Fred M. Vinson, has not yet taken office and is still serving in Congress.

In the argument of the case of WOAI, San Antonio, from a Commission decision authorizing a new local station to operate on 1200 kc. at Greenville, Tex., the court indicated strongly by its questions that important developments in interpretation of the radio title of the Communications Act are in sight.

Question of Procedure

WOAI through its counsel, Louis G. Caldwell, assisted by Donald C. Bealor and Percy H. Russell Jr., had appealed on the ground of interference that would be caused if the new station begins operation. This issue appeared to fade into insignificance when contrasted to questions raised as to the propriety of the Commission's procedure and its alleged failure to conform to the requirements of the Act. Miss Fanney Neyman, principal attorney, argued for the Commission, and held that FCC procedure was fully justified and proper.

Counsel for WOAI contended the original Commission decision granting the Greenville station was void because it was rendered without findings of fact. It contended also that the Commission acted erroneously in failing to pass on WOAI's petition for rehearing prior to the date by which an appeal had been taken. Thirdly, the claim was made that the Commission had acted unlawfully in considering confidential reports from an examiner, the law department and the engineering department in arriving at its decision and in failing to submit these papers to the Court as part of the record required on appeal. This procedure, it was held, has been followed by the Commission practically from its creation.

Justices Groner and Miller took up the questioning. The Chief Justice said that in writing the opinion in the so-called Missouri cases involving appeals of WIL and KSD from the Commission decision granting a new station to the *St. Louis Star-Times*, he had not meant to indicate that the Commission's statement of facts should be anything less than a full disclosure by it of all the facts it found and relied upon in reaching its decision.

When WOAI counsel pointed out that even the so-called "full statements" which are rendered by the Commission and which have frequently come before the Court for review were in themselves far from being sufficient, Chief Justice Groner said in substance that the court wished to apologize for having let so many years go by without imposing on the Commission rules to guide it in arriving at and rendering fair decisions and adequate statements of facts and reasons.

There ensued examination by the justices both of WOAI and Commission counsel regarding the intricacies of FCC procedure particularly with reference to recommendations of engineers and attorneys which are not released. Miss Neyman argued that these were simply working memoranda and that they did not constitute "opinion evidence". At one point Chief Justice Groner said it was "unthinkable" the Commission would base its decision in any way on secret memoranda.

In a second case involving the application of Pottsville Broadcasting Co. for a new local station in Pottsville, Pa., the Court likewise plied counsel with questions. Appearing for the applicant denied the facility on financial grounds, Elliot Lovett, Washington attorney, held the FCC erred in its ruling. George B. Porter, FCC assistant general counsel, appeared for the Commission.

Decisions in these cases may come within the next two months. Meanwhile, it is possible the court will act on the WOAI motion to compel the Commission to produce the "secret documents". In any event, it is anticipated that the case will result in an important pronouncement on a number of mooted issues regarding FCC procedure.

Leaving Hollywood

WILLIAM ESTY & Co. Inc., New York agency, will close its Hollywood radio headquarters after March 22 when the CBS Jack Oakie program under sponsorship of R. J. Reynolds Tobacco Co. (Camel cigarettes, Prince Albert), terminates. Savington Crampton, manager of the office and producer of the weekly program, will return to the New York headquarters. Ira Ashley, writer-producer and Bill Goodwin, announcer-producer, have not announced their future plans, but it is expected that they will remain in Hollywood.

Insurer Clipping

SERVICE LIFE INSURANCE Co., Chicago, has been gradually reducing its list until only 9 stations are now being used. Quarter-hour programs five times weekly are being used on 8 stations with three quarter-hour weekly shows on WLS, Chicago. Other stations are: WNAX WWVA KFRU KMA KXBY WHO WNEW and KRLD. Presba, Fellers & Presba, Chicago, and Frankel-Rose Co., Chicago, handle the placements.

PUBLIC Service Committee in the New York Assembly on March 9 killed the Doran bill for regulation of broadcasting stations by the Public Service Commission.

Late Personal and News Notes

J. DUDLEY SAUMENIG, formerly station manager of WCSC, Charleston, S. C., has been named commercial manager of WIS, Columbia, S. C. Other WIS staff changes include James Young, formerly of WWNC, Asheville, N. C., and Bev Dean, formerly of WHK-WCLE, Cleveland, to the WIS announcing staff; Douglas Bradham, formerly of WCSC, Charleston, S. C., to the WIS engineering staff.

GEORGE T. CASE, announcer and producer of WIS, Columbia, S. C., has been named production manager of WDNC, Durham, N. C.

PAT O'TOOLE has resigned from the CBS press department to join Leading Attractions Inc., New York, which manages his wife, Adela Rogers St. Johns, among other talent. Mr. O'Toole is succeeded at CBS by Michael Foster, formerly with the *New York Journal*. Holly Noble of the press department has been granted an extended leave of absence.

LEONARD M. LEONARD, formerly of the *New York Post* and creator and conductor of the *News Testers* current events quiz show on MBS, has ioined the program staff of WOR, Newark, succeeding John McCosker, resigned.

STAN LOMAX, sports commentator of WOR, Newark, will leave for Lake Charles, La., on March 17, where the Philadelphia Athletics are training, and will visit 14 baseball camps.

JULES F. SEEBACH, program director of WOR, Newark, became the father of a baby girl born March 9.

PAN-AMERICAN Coffee Bureau has appointed Arthur Kudner, New York, to direct advertising. Media have not been selected.

HARRY TERRY, vice-president of Cramer-Krasselt Co., Milwaukee, has opened offices as advertising and sales economist at 8 S. Michigan Ave., Chicago.

J. J. DEVINE & Associates, New York, station representatives, have been appointed by WAAT, Jersey City.

G. S. (Pete) WASSER has resigned as vice-president in charge of the New York office of Gene Furgason & Co., station representatives. James Wade is now in command in New York.

GENERAL MILLS, Minneapolis (Wheaties), on March 23 will start a series of pre-season baseball games of the Newark Bears from Florida on WNEW, New York. Earle Harper, the station's sports commentator, will broadcast the remotes from St. Petersburg through April 8. Agency is Knox-Reeves, Minneapolis.

RADIO Writers Laboratory of Lancaster, Pa., has placed its script series *Mystery Hall* on CKCL, Toronto. The writer is H. Colin Rice.

C. D. TAYLOR, formerly of WCHV, Charlottesville, Va., has joined the sales staff of WTOC, Savannah.

CLETE SCHWITTERS has joined the sales staff of KIDO, Boise, Id.

GEORGE T. LUCK, former director of sales promotion of KGCN, Amarillo, has resigned as radio director of Betts Adv. Agency, Denver, to become merchandising director of KLZ, that city. Plans are announced for the complete reorganization of the KLZ merchandising department under Mr. Luck.

JOHN SCHNELLOR, former control room supervisor of KOIN-KALE, Portland, Ore., has joined the technical staff of KNX, Hollywood.

DON PRICE, new to radio, has joined the engineering staff of KOIN-KALE, Portland, Ore.

DR. LEON LEVY, president of WCAU, Philadelphia, and a member of the cabinet of the United Campaign, has been placed in charge of the Campaign's activities for all Philadelphia stations and motion picture theaters.

KDNT are the call letters assigned by the FCC to the new station at Denton, Tex., on 1420 kc., 100 watts day. Call letters KVNU have been assigned to the new Logan, Utah, station on 1200 kc., 100 watts unlimited.

A NEW SERIES of commentaries on British events started March 13 on the NBC-Blue network, given by Howard Marshall, writer and BBC commentator. The programs are titled, *They're Saying in England*.

TWO NEW sponsors have been signed for George Jessel's *Thirty Minutes in Hollywood*. Wonder Clothes, Baltimore, is sponsoring the show on WBAL, and Fresh Fish Dealers Assn., Los Angeles, on KHJ. Agency for the program is Redfield-Johnstone, N. Y.

Election Day

CHICAGO'S 19,250 judges and clerks of elections will receive their official instructions for the April 12 primary on WBBM, that city. Formerly instructions in the 3,850 precincts were given in neighborhood mass meetings. The broadcasts on WBBM will originate from the Board of Election Commissioners, City Hall.

BAYUK CIGARS, Philadelphia, has started sponsorship of the *Sports Celebrity Parade* on WGN, Chicago, featuring Quin Ryan. McKee & Albright, Philadelphia, handles the account.

EMLONG NURSERIES, Stevensville, Mich. (garden nursery), has started six weekly spot announcements on WLS, Chicago. Selviair Broadcasting System, Chicago, has the account.

HALCO INSTITUTE, Chicago (alcohol cure), has placed its account with Selviair Broadcasting System, Chicago agency. A quarter-hour weekly test program has been started on WAAF, Chicago, with other Chicago and midwestern stations planned on being added if test proves successful, according to Arthur A. Kohn, copartner of Selviair.

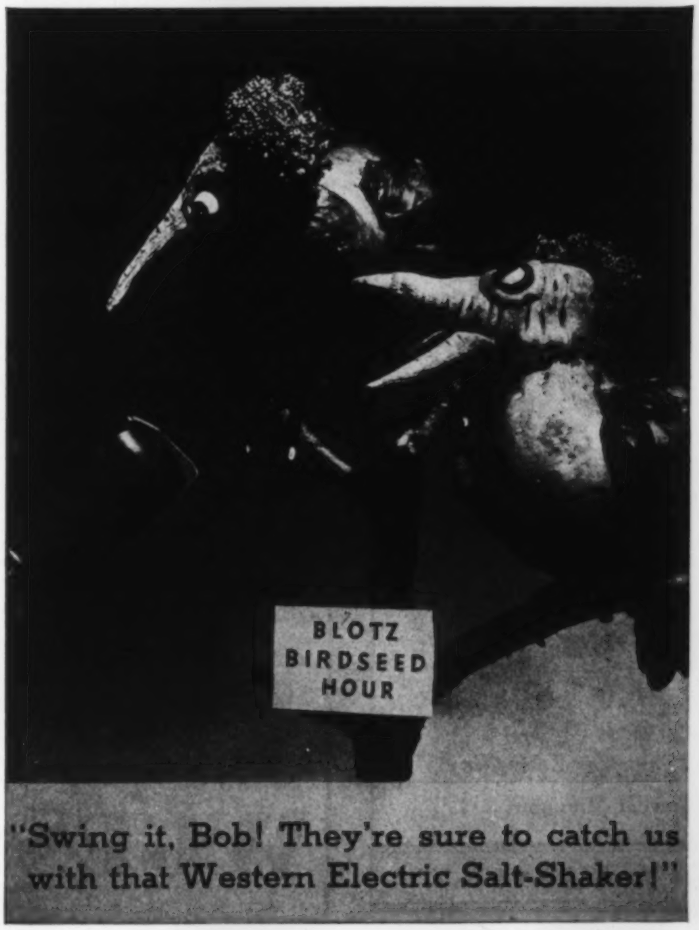
New Oneida Series

ONEIDA Ltd., Oneida, N. Y. (silverware), on April 1 starts a series of quarter-hour transcriptions of *Peggy Tudor*. Original plans called for 33 stations, but the schedule has since been revised and station list is not available. Agency is BBDO, New York.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS



BLOTZ BIRDSEED HOUR
"Swing it, Bob! They're sure to catch us with that Western Electric Salt-Shaker!"

Read This One!

We have always been sold up to the hilt on the idea that WWVA is a grand 5000 watter. Not by point of ego, but genuine personal pride in the results of our "midnight oil" efforts. But now comes proof which should make our enthusiasm contagious.

We broke down 1504 proofs of purchase mail pulled by a cooked cereal (*) advertiser from February 7 to 10, 1938, and the results are in our opinion quite phenomenal. Proof of purchase mail was received from 511 towns in Pennsylvania, Ohio, West-Virginia and Maryland within this four-day period. That means the advertiser sent his spoken word message into 511 communities in four days, at a total cost per community of 57c, or 14¼c per day. This "bargain" in advertising included a one-half hour show per day and a five-entertainer act. Fourteen-and-a-quarter cents comes a bit short of paying the postage on five sales letters and we believe every sales e[illegible]tive will agree that a [illegible] up half hour radio show will put many times five sales letter in the shade. We know of no other form of publicity of the very slightest weight that can be bought at 14¼c per issue per town.

Such "bargain" advertising is yours at WWVA!

(*) Name furnished on request.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 Kilocycles

Purely PROGRAMS

INCOME tax problems were discussed March 9, on WTMJ, Milwaukee, during *Income Tax Clinic*. Realizing what a time most ordinary folk have in figuring out their taxes, WTMJ asked its listeners a week in advance to send in their questions, then turned them over to Federal and State tax officials for proper answers. A digest of these answers was featured on the *Clinic*. Our listeners really did appreciate it, says WTMJ.

* * *

Talent Tour

ORIGINATING in the ballroom of a local hotel before a studio audience of 400, *Tour For Talent* has started on WMIN, Minneapolis. Talent is recruited from local music teachers and votes are taken from the audience and listeners. Ballots must be obtained by a personal call to the sponsor's firm, Weyland Furniture Co. Response average is 2,500 votes each week. Winner gets a free trip to New York plus network audition.

MORE LOCAL TIME
IN SAN FRANCISCO
IS NOW SOLD ON
KSFO
THAN ON ANY OTHER
MAJOR NETWORK
STATION
That's evidence for you!
KSFO-Russ Building, San Francisco
5000W day . . . 1000W night . . . 560 KC
PHILIP G LASKY, General Manager
National Representative:
FREE & PETERS, Incorporated
COLUMBIA BROADCASTING SYSTEM

Tie-in Essays

ESSAY contest recently conducted by WBNX, New York, had for its subject "Why All Americans Should Buy American". Open to children of ages 10 to 14, awards of bicycles for the best essay submitted by a girl and boy were made and their essays read on the air. Other prizes were skates, sleds, books, baseball outfits and musical instruments, but no merchant contributing a prize was credited. The award announcements were made from a local department store on WBNX.

* * *

Window Music

BROADCAST from the show window of the sponsor's music store and featuring advanced pupils of local music teachers a new series has started on WCOA, Pensacola, Fla., for the Reynolds Music House. Parents are pleased, the music teachers get publicity, the kids are thrilled and the sponsor sells many instruments recommended by the teachers. It's a natural all around, says WCOA.

* * *

Old Time Rally

OLD-FASHIONED political rally with all the fireworks was broadcast recently on WAGA, Atlanta, on the eve of Fulton County's Democratic primary. All candidates had their say in this non-controversial program that created widespread local interest.

* * *

Charity Stories

WMCA, New York, on March 5 started a series of broadcasts featuring case records of Catholic Charities. New York newspaper women are guests on the program, telling how they would write the stories for publication.

The Morning Watch

THIRTY local ministers conduct early morning devotional services on WORC, Worcester, Mass., under the terms of a new plan promulgated by the Council of Churches, that city. According to E. E. Hill, WORC manager, the daily program titled *The Morning Watch* will be broadcast on a method of rotation, whereby the same minister will conduct it for two consecutive days.

* * *

Idea Day

SATURDAY is new idea day at WGAR, Cleveland, where agency representatives, time salesmen and a listeners' committee audition five programs weekly. The listeners' committee is made up of five local listeners chosen at random from the city directory. Everybody writes his opinion of the new programs on his questionnaire and, Boy, says WGAR, are they critical. Results in weeding out bad program notions, leaves good ideas.

* * *

They're Off!

TO PUT an edge on the Maryland racing season, WBAL, Baltimore, features a horse race every morning called *Breakfast Table Sweepstakes*. By means of recordings, six horses are featured in each race and listeners pick their favorites. WBAL says neither the announcer nor operator knows the winner in advance.

* * *

Sidewalk Sign-Off

FROM a downtown corner KOAM, Pittsburg, Kan., signs off each afternoon with a program titled *Sidewalk Sign-Off*. Three announcers interview passersby and discuss programs of the following day and week. Originated by Merwyn Love, KOAM program director, the purpose is to test audience reaction, acquire new listeners.

* * *

At The Door

TO KEEP non-enthusiasts out of the way, WWJ, Detroit, requires that everyone attending its weekly *Candid Camera* show, present a camera rather than a ticket before gaining admission. Dress rehearsals of dramatic plays are open to candid fans with no angles barred.

* * *

News Before Music

NEW SLANT on request programs is the requirement of a local news item before the request will be played. WPAY, Portsmouth, O., originated the requirement on its participating request program and says it's getting some darn good spot news that way.

1ST IN LOCAL ACCOUNTS
IN CHICAGO
WGES

The Unexpected

EVERY Saturday afternoon for 5 minutes the staff of WHO, De Moines, takes off its shoes, let down its hair and broadcasts a informal program of banter, giv and take. Sports Editor Bill Brown reads poetry and other staff members reverse their usual tasks and do the unexpected. Surprising what a large listener response we've had says WHO.

* * *

CHECKER GAME—On WMT, Cedar Rapids, Ia., is played daily between "Neighbor Bob" here seen looking at the radio checkerboard, and George Lane, secretary of the Iowa State Checker Assn. The moves are broadcast and Mr. Lane writes in his moves for the game next day.

* * *

Bat a Word

REGISTERED title of a new series on WAAF, Chicago, is *Dictionary Baseball*. Idea is to have a pitcher selected from the audience hurl a word at a batter of the opposing team. Umpires armed with dictionaries rule on the validity of the words and accuracy of answers. Balls, strikes and home-runs are included.

* * *

The Last R

NEW type of quizzer show is *Night School* on WTMJ, Milwaukee. A problem in arithmetic is dramatized with many numbers used and the listener tries to catch all of the numbers, add them correctly. Cash prizes are offered for solutions to three problems accompanied by 25 words of comment about any show on WTMJ. It's really building up the 10:15-10:30 spot, says WTMJ.

* * *

Running a City

ANOTHER civic program of popular appeal has started on WJJD, Chicago, under title of *Your Vote*. It is designed to acquaint local citizens with the detailed facts of municipal government and features various professors of Chicago U as well as members of the Illinois League of Women Voters.

* * *

What Used to Be

EVERY WEEK, KFRO, Longview, Tex., takes its mike into the living room of an elderly resident and chats with him about the town as it used to be. Program is called *Little Known Facts About Longview*. No prepared continuity, says KFRO, we just sit around and talk about old times.

* * *

Labor News

DESIGNED to dramatize important labor news, WCFL, Chicago, has started a program series titled *Labor Parade*, prepared by Matthew Woll, vice-president of the American Federation of Labor station, WCFL.

with tr
idly gr

WABY
SPRING SONG

WABY's rich Capital District, prize merchandising area, is stepping up its buying pace for the usual profitable Spring, and there isn't a note of gloom in the whole properous zone. Your sales message, over its favorite station, will put you in tune, too, for can't-miss business.

In the Heart of "The State That Has Everything"

Harold E. Smith, General Manager

STATION W•A•B•Y ALBANY, N. Y.

CROSLEY TO USE FINCH FACSIMILE

W. G. H. FINCH, facsimile inventor and president of Finch Telecommunications Laboratories, New York, announced March 8 that Powel Crosley Jr., president of Crosley Radio Corp., has taken out a license under the Finch facsimile patents for all of his stations and has placed his first order for Finch equipment for WLW. Later, similar Finch equipment will be installed for WSAI, Cincinnati regional, as well as equipment for the three Crosley shortwave stations W8XNU, W8XAL and W8XIR.

WLW intends to place a number of Finch facsimile recorders in different localities during the testing period which will begin from 1 a. m. and last through until 6 a. m. in the morning.

Inaugurating the Finch facsimile on their regular broadcasting frequencies in early March, were WSM, Nashville, and WGH, Newport News, Va.

There are now some two dozen stations licensed under Finch patents and employing Finch apparatus. More than 500 Finch receivers have been ordered.

* * * *

Long-Distance Facsimile

In an experiment conducted Feb. 27, WOR, Newark, and WHO, Des Moines, succeeded in receiving facsimile material, broadcast from each others' transmitters, a distance between stations of about 1,500 miles, according to Finch. Both are using Finch equipment. These transmissions are believed to be the longest distance facsimile broadcasts that have been effective.

J. R. Poppele, chief engineer of WOR, said his station has its antenna beam directed north and south and the facsimile impulses were picked up and reproduced in the home of Paul Loyet, chief engineer of WHO in Des Moines which is almost due west. WHO facsimile broadcasting was in turn received in New Jersey.

Mr. Poppele said the facsimile reproductions received in New Jersey were fair, and that the copy could easily be read. He further stated that the experiment was an indication of vast possibilities in facsimile broadcasting and added, results were exceptionally good considering the low power used.

Jack DeWitt, chief engineer of WSM, Nashville, has arranged to exchange broadcasts with KSTP, St. Paul, and WHO, Des Moines, to test distant facsimile reception.

ALL NEW YORK stations cooperated in broadcasting appeals for information about Peter Levine, 12-year-old son of Murray Levine of New Rochelle, N. Y., who disappeared Feb. 24.

PIONEERS — Stanley Hubbard, KSTP, St. Paul (left) and William J. Scripps, WWJ, Detroit, shown inspecting Finch television receiver. Hubbard reports KSTP was the first ever to broadcast facsimile, having started in 1928 with a system developed by Edgar Felix. KSTP, he states, purchased Finch equipment more than a year ago and was the first to use it, being now on regular schedule starting at 1 a. m. Scripps as a young amateur founded WWJ in 1920, and his station also is starting to broadcast facsimile.

Talking Facsimile Invented by Finch

TALKING facsimile, whereby the same paper that unrolls from a facsimile receiver carrying type and pictures will also bear sound tracks which, through a simple reproduction device, will enable the facsimile set-owner to hear a speaker's words reproduced in his own voice, is just around the corner. On March 1 the U. S. Patent Office granted to William G. H. Finch patent No. 2,109,627, covering a means of recording sound tracks on ordinary paper with ordinary ink and of reproducing them with a simple device which can be manufactured in quantity to retail for a dollar or less, Mr. Finch believes.

Conceived as a talking newspaper, which would itself read the funnies to children or more serious stories to illiterate or blind adults, through a strip of sound tracks printed at the edge of the page, the idea is easily adaptable to facsimile broadcasting. Mr. Finch, who already holds some 40 patents covering sound and picture transmission by wire and radio waves, intends to begin testing the process in the near future on the machines of his manufacture that are now being used by a number of stations for experimental facsimile broadcasting.

How It Operates

The process begins with a sound recording on film, similar to a regulation movie sound track but only about half as wide. Since this system is designed primarily for voice transmission, with a maximum frequency of about 2,500 cycles, this narrower track is ample for good reproduction, it was explained. From a print of this track a newspaper cut can be made and the wavy lines of the sound track reproduced with the rest of the paper, or it may be reproduced directly on the paper in a facsimile receiver. The recording service, said to be the cheapest ever invented, will cost between $1,000 and $1,500 and will produce about 100 lines on a strip an inch wide.

In reproducing the sound in the home, the ends of the strip are fastened together to form a loop which fits into the reproduction device. This consists chiefly of a friction drive that moves the paper along, an "exciter" light about the size of an automobile headlight bulb, and a simple, inexpensive light cell into which the light is reflected from the paper. From this cell the current, which varies according to the amount of light reflected into the light cell, is fed by a wire to the amplifier of an ordinary sound radio receiver where it is changed back into the original sound. The whole reproducer is contained in a case nine inches by five inches by five inches.

"The sound records of my present invention," Mr. Finch says in his patent, "may be used for quality acoustic reproductions including lengthy musical renditions. However, the widest utility of this invention resides in acoustically conveying intelligible speech. Accordingly, by limiting the frequency response of the apparatus to about 2,200 or 2,500 cycles, a slower rate of sound track scanning and simpler electro-optical design as compared to talking-moving apparatus will prove adequate."

While it is possible to make intelligible reproductions on news print, a coated paper will produce more satisfactory results, it was stated. The recordings can be played as long as the paper lasts.

BRINCKERHOFF
TRANSCRIPTIONS
for
superior sound & service
off the line
off the air
direct cut
studio
BRINCKERHOFF
29 West 57th St.
PLaza 3-3015 New York

Once upon a time WHK and WCLE in Cleveland, like most stations, relied heavily on phonograph records, uninteresting talks and amateur talent for daily programs. But that was years ago.

Today no radio station can best serve the interest, convenience and necessity of listeners by the "paste pot and shears" method of program building. WHK-WCLE have a definite obligation to the half million radio families in the country's fifth largest market. Station officials believe that obligation can be best fulfilled by airing the best programs money can buy.

Impartial surveys show a gratifying percentage of these half million families listen regularly to WHK and WCLE. And because of this high listener interest, time buyers find WHK-WCLE profitable stations to use in Cleveland.

WHK WCLE
CLEVELAND
H. K. Carpenter, Vice Pres. and Gen. Mgr.
FREE & PETERS, Inc. - National Representatives, New York - Chicago - Detroit

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
•
NEW TRANSMITTER
•
INCREASED COVERAGE
•
BASIC RED NETWORK
MINNEAPOLIS SAINT PAUL

XUM

Sues Columnist, Cantor

LIBEL SUITS totaling more than $900,000 have been filed in Los Angeles Superior Court by Matt Brooks, Hollywood radio and film writer, charging damages to his reputation. Named as defendants are Eddie Cantor, radio comedian; the *Hollywood Citizen-News*, its publisher Harlan Palmer, and Ed Sullivan, columnist. He declares they accused him of improperly turning over radio material to another program in violation of Cantor's property rights in the scripts.

ROGERS PEET Co. has extended its contract for exclusive rights to Gabriel Heatter's news commentaries to August, 1939. Program is broadcast five nights weekly on Mutual Marschalk & Pratt, is agency.

TESTED *RADIO* PROGRAMS
Furnished to Agencies and Advertisers
COMIC STRIPS & CARTOONS
...to merchandise new or present radio programs

PRESS-RADIO FEATURES, Inc.
Increased Sales

360 N. MICHIGAN AVE • CHICAGO
TELEPHONE • RANDOLPH 9333

TOWN TALKERS — Ideal Meat Packing Co., Cincinnati, obviously liked the first script of the firm's new *Talk of the Town Jamboree* on WSAI, a 26-week Saturday night half-hour. Looking at the document are (l to r) J. L. Brown, Ideal sales manager; Ray Channon, Crosley actor; Albert W. Goering, Ideal vice-president; William F. Holland, head of the radio advertising agency bearing his name.

Radio in the School

A COMMITTEE appointed to regulate broadcasts to New York City school children, a series of which started on WNYC, municipally-owned station, on March 1, has recommended that broadcasts of partisan political speeches, propaganda and commercial programs be barred. The committee, appointed by Superintendent of Schools Harold G. Campbell and headed by Associate Superintendent Jacob Greenberg, said, "Radio should be used as a means of instruction only where it is more effective than other available supplemental aids of instruction."

Slow Procedure in Congress Delaying Action on Measures Affecting Radio

By WALTER BROWN

THE SENATE continues to move at a snail's pace and as a result legislation of particular interest to the radio industry remains stymied.

Although the House adopted the conference report on the Wheeler-Lea bill broadening the base of the Federal Trade Commission on Feb. 14, action on the report was blocked in the Senate by the filibuster against anti-lynching legislation. When this deadlock was broken on Feb. 21, immediate action was expected on the FTC bill conference report.

Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, became ill, however, and action was further delayed. On March 8, Mr. Wheeler told BROADCASTING he expected to call up the report within a few days. In the meantime a mild filibuster set in against the Administration's Government reorganization bill and again the conference report on the Wheeler-Lea bill has been delayed.

Degree of Protection

One theory is that action on the conference report is being deliberately delayed because a woman's organization is now opposing the bill on the ground it will not afford the protection to the public which was provided in the Copeland bill (S-5) calling for administration by the Food & Drug Administration.

When the conference report finally comes before the Senate, there will be only one question—to vote it up or down. There are no major differences between the House and Senate measures, and this is expected to lead to quick approval of the report, once it is called from the clerk's desk.

A special section of the FTC bill exempts broadcasters and newspaper publishers from liability in connection with false and misleading advertisements of the products covered in the measure, provided they do not withhold desired information from the public. Because of the broad powers given to the FTC in determining what is misleading advertising, the radio industry will follow closely the administration of the act.

Conferences continue between Senator Duffy (D-Wis.), and interested parties regarding copyright legislation. Mr. Duffy is sponsoring the International Copyright Convention, now pending in the Senate for ratification, and also is author of a bill to revise the existing United States copyright law. He has been holding a number of conferences with those affected by the convention and the copyright bill with a view to securing parallel action by the Senate on the two measures.

Asked March 11 regarding these conferences, he said they were continuing, but he would have no public statement to make for several days. He did not expect to make any move toward bringing the copyright matter before the Senate for at least another week. The provision in the Duffy bill striking out the $250 damage fee for relaying copyright material but providing that the copyright holder may go into court and sue for damages is bitterly opposed by ASCAP.

Senator Byrnes (D-S. C.), author of the government reorganization bill, expects to break the deadlock against the measure within a few days. He says he has sufficient votes to pass the bill and expects final action by March 19. The Byrnes bill exempts the FCC, and other quasi-judicial bodies, from the broad reorganization powers given the President. Only FCC budget functions could be affected by the Byrnes bill.

MASTER'S DEGREE In Broadcasting Offered by Wayne University

WAYNE UNIVERSITY, Detroit, now offers a master's degree in radio broadcasting, according to an announcement by Garnet Garrison, radio director of Wayne U. Frank Telford, former program director of the Wayne U. Broadcasting Guild and now continuity writer for the Detroit board of education started his thesis under Mr. Garrison's direction last summer. He adapted the novel, "Tale of Two Cities", cast the characters from local students and has charge of the show's production.

Following the series of experimental dramatizations which started Feb. 22 on W8XWJ, shortwave station of WWJ, Detroit, Mr. Telford will prepare a director's manual with explanations of techniques used in adapting, problems in building sound, correlating mood music and production of the plays for the university files. A recording of the complete series will also be kept on file.

A second thesis will be presented in the spring when Harry Goldstein adapts "Arabian Nights". Wynn Wright, production manager of WWJ, Detroit, and Wellington Granzow, manager of W8XWJ, are cooperating with Mr. Garrison in these experiments in educational drama.

ADVERTISING DOLLARS EARN THEIR KEEP ON

*If you would know the value of money, go try to borrow some.
Benjamin Franklin "Poor Richard"

*You may safely borrow from your advertising fund to reach the rich market covered by KFH — where dollars "work" to make sense.

KFH WICHITA • KANSAS
Basic Supplementary, CBS

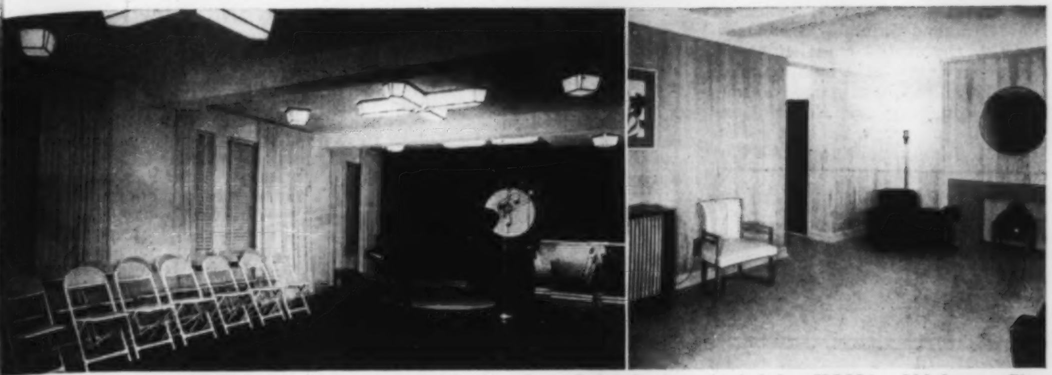
National Representatives, Edward Petry & Co., Inc.

PROFESSOR WHIZ!

"THAT IS CORRECT. I'LL GIVE YOU 100% ON THAT ONE"
X IS THE KNOWN QUANTITY IN ANY LANGUAGE WHEN PRECEDED BY THE LETTERS WBN

WBNX NEW YORK 1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language



KOMA'S NEW HOME—Ultra-modern studios and offices have been occupied by KOMA, Oklahoma City, Hearst-owned CBS outlet. Above are the main studio and the audition room. The layout occupies the entire 24th floor of the Biltmore Hotel. In addition, there is a second studio, and a sound effects room, together with a large reception room. The facilities were dedicated Feb. 27 in an hour program in which Governor Marland of Oklahoma, Mayor Martin of Oklahoma City, and other civic officials spoke. Neal Barrett, manager of KOMA and vice-president of Hearst Radio in the Southwest, told of KOMA objectives.

McAvity in Hospital

TOM McAVITY, head of the Lord & Thomas, Hollywood radio production office, is in a Pasadena (Cal.) hospital, following a collapse March 4, after several days' illness. He is expected to be off duty several weeks. Jack Runyan, assistant manager of the Hollywood office, has taken over McAvity's duties. He has been in active production charge of the NBC *Your Hollywood Parade*, sponsored by Lucky Strike, and also worked with Carl Stanton, producer, on the NBC *Mickey Mouse Theatre of the Air*, sponsored by Pepsodent.

Big Band

SIX microphones were needed to pick up the swing music of a 200-piece band featured at the Tacoma Musicians' Ball March 3 and broadcast for a half-hour on Mutual. The band was led by Washington State's Lieutenant Governor Victor A. Meyers and the program originated on KMO, Mutual's Tacoma outlet. Included on the program were a 40-piece accordion band, 14 pianists and a 25-piece old-timers band. Continuity for the show was handled by the Washington State Progress Commission, newly-organized publicity unit for the State.

AFRA Honors Swart

RECOGNIZED as founder of the organization, and in appreciation of his efforts, Howard C. Swart, CBS Hollywood writer-producer, was presented a silver life membership card by the American Federation of Radio Artists at a special meeting in that city recently.

ILLINOIS BOTTLED GAS Co., Chicago (bottled gas for rural homes), on March 7 started daily quarter-hour programs on WDZ, Tuscola, in co-operation with six local dealers. A 13-week campaign using three two-minute announcements on WLS, Chicago, weekly was started in February. Wade Adv. Agency Chicago, is agency.

MURPHY PRODUCTS Co., Burlington, Wis. (feeds), using a half-hour of the *Barn Dances* on WLS, Chicago, and WHO, Des Moines, will continue right through the summer, Ed Nelson, space buyer of Wade Adv. Agency, Chicago agency handling the account, told BROADCASTING March 10.

KFRU

●

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU
Covers the Heart of Missouri

●

Council Ponders Charge Of Propaganda at WNYC

WNYC, New York City municipal station, was accused in New York City Council March 1 by Councilman Charles E. Keegan of broadcasting Communist propaganda, and a bill was introduced by Mr. Keegan calling for liquidation of the station. The particular broadcast under discussion is that of the National Travel Club on Feb. 27, on which Samuel H. Cuff, field secretary of the club, interviewed George Brandt on the subject of his travels in Russia. The club, which is a non-profit organization supported by membership dues, regularly sends scripts to 238 stations throughout the country.

Mr. Cuff, an ordained minister, teacher of bible classes and a Westchester Republican, and Mr. Brandt who also denies being a Communist, on March 3 issued a summons through Edward S. Blackstone, New York attorney, charging libel, slander, misrepresentation, and defamation of character. A formal complaint, asking damages of $100,000 will be filed within 20 days of March 3, in Supreme Court of Westchester.

EDGAR FELIX, New Rochelle, N. Y., announced March 1 that his Radio Coverage Reports Bulletin, heretofore issued only to subscribers to Radio Coverage Reports, will be expanded and made available to advertising agencies, broadcasting managements and advertising managers of companies using broadcasting.

WDRC

"THE ADVERTISING TEST STATION
IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

WDRC
has all three
essentials: A-1 programs . . . Complete,
intensified coverage in
Connecticut's major market . . . A large and
faithful audience
that has money
to spend!

BASIC STATION OF
COLUMBIA BROADCASTING SYSTEM
National Representatives
INTERNATIONAL RADIO SALES

Tenth DX Contest

TENTH annual International DX Competition has been announced by the American Radio Relay League. The radiotelephone contest runs from March 19 to 27 and the radiotelegraph contest was held March 5 to 13. During these periods amateurs from 100 countries throughout the world vie for first place in contacting the largest number of foreign stations. Last year 1,400 radiotelegraph and 400 radiotelephone contestants from 60 countries submitted logs. The contest furnishes a proving ground for new antenna systems, transmitters and receiving equipment.

FLIN FLON
Facts

Did you know that . . .
The per capita spendable income in this area is the highest in Canada.

Representatives:
Weed & Co. - United States.
All Canada Radio Facilities, Canada

CFAR

FLIN FLON, MANITOBA
Canada

You can't have EVERYTHING

Frankly, we haven't *got* everything. No coverage in New Guinea. Not a flutter of signal strength in North China. But what we *do* have, an attentive audience of close to two million people concentrated in the Northwest's richest trade area, is worth infinitely more to you. And it's a growing audience made increasingly receptive to your sales message through careful programming and intelligent showmanship.

Let us show you what we can do for your "spot" campaign.

WTCN (NBC)
"IN THE TWIN CITIES"

Owned and Operated by
MINNEAPOLIS TRIBUNE ST. PAUL DISPATCH-PIONEER PRESS
FREE AND PETERS, INC., National Representatives

WHIP-WWAE Join ABT

AGREEMENT with Associated Broadcast Technicians has been reached by WHIP and WWAE, Hammond, Ind., whereby engineers will have a 48-hour week with two weeks' annual vacation and sick benefits. A closed shop will prevail at the two stations, owned by the Hammond-Calumet Broadcasting Co. Under the contract terms two supervisors must be appointed. Bob Myers has been named as one of the supervisors. Negotiations are still in progress between WFBM, Indianapolis, and ABT.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA
WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Labor Discs on 55

FIRST distribution of a recorded program produced by the American Federation of Labor was taken by 55 stations, according to the Federation. The series is to run a year and is titled *The Labor Parade*, with recording handled by Radioscriptions, Washington. Labor support of the programs is enlisted in each city.

S. C. JOHNSTON & Son, Brantford, Ont. (furniture polish) started March 1 a twice-weekly 15-minute transcription program to run indefinitely over CJRM, Regina; CFRN, Edmonton; CFCN, Calgary; CFQC, Saskatoon; CJRC, Winnipeg, and CKAC, Montreal. Needham, Louis & Brorby, Chicago, handled the account.

Guild Elects Webb

KENNETH WEBB was elected president of the Radio Writers Guild at a meeting held recently in New York. Other officers are Knowles Entrikin, Katharine Seymour and Courtney Savage, vice-presidents, and Lilian Lauferty, secretary. Council members elected to serve until the annual meeting in the fall are Henry Fisk Carlton, Elaine Sterne Carrington, Theodore E. Ferro, William McDowell Sweets and Alexander Woollcott. To serve on the council until 1939's fall meeting are Wade Arnold, Merrill Denison, Knowles Entrikin, Edmund Robert McGill and Irving Reis. Those elected to the committee until 1940 are Laurence Hammond, John Tasker Howard, Ruth Adams Knight, Lilian Lauferty and Katherine Seymour.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Situations Wanted

Experienced operator, telephone and telegraph license. Can copy transradio news. Box 926, BROADCASTING.

Announcer, Engineer, ultra high experience in radio seven years, desires change. Excellent references. Available immediately. Box 921, BROADCASTING.

Twenty-seven-year-old announcer licensed operator, thoroughly experienced, six years actively employed, desires immediate connection. Small salary. Box 923, BROADCASTING.

Responsible 24 year old, trained operator. Licensed four years. Engineering experience in one regional and two local stations. Announcing experience. References. Box 927, BROADCASTING.

Young announcer, extensive dramatic work, desires change. Experience: Newscasting, copy-writing, selling, sports, special events. Ambitious. Available short notice. Best references. Box 924, BROADCASTING.

Experienced radio sales executive and production advisor desires affiliation with station or agency. Background includes network metropolitan station sales, national representation, and agency account executive. Box 922, BROADCASTING.

Announcer, Producer. 28. Married. College and professional school training. 4 years experience including advertising agency and network. Available as talent and writer also. Immediate reply requested. Write Box 920, BROADCASTING.

Radio station manager, completely experienced in entire operation of station. Have operated important outlet in major city. Details furnished. Sales, operation and general management. Box 886, BROADCASTING.

Alert young man, six years reporting, 3½ years news commentating for Christian Science Monitor; also straight announcing, program writing, continuity. Serve in any capacity to start. Box 918, BROADCASTING.

Engineer, now employed, desires change to progressive station. Three years experience as broadcast engineer, newscaster and marine operator. Accurate transradio. Telephone first, telegraph second licenses. Industrious, reliable. Available two weeks notice. Box 925, BROADCASTING.

Situations Wanted (Con'td.)

RCA graduate, both licenses, IRE, Class A amateur, west coast. Box 916, BROADCASTING.

Program and production director. Employed. Trying to locate in South or West before signing new contract. 7 years experience in publicity, announcing, continuity writing, musical directing. College education. Permanent work only. Could come for personal interview before starting work. Box 917, BROADCASTING.

STATION OWNERS ATTENTION! Dissatisfied with your present management? Station executive, 31, with nine years successful experience in both production and sales of farm and metropolitan radio is available for managerial proposition. Prefers undeveloped station, but must have good potential. Box 919, BROADCASTING.

Wanted to Buy

100 or 250 watt transmitter. State lowest cash price. Box 911, BROADCASTING.

STATION OWNERS! If your station is not paying the dividends it should, why not lease it to two men with the executive ability and radio advertising experience that can GUARANTEE you a good return on your investment. A number one references. Or will buy if proposition is good. Address Box 908, BROADCASTING.

HAVE $5,000 CASH to put up as bond. Will guarantee to increase your business or buy half interest or all of any good radio station. Recently sold my station to Hearst Radio, Inc., and believe that in the eight months I operated for them, I made more money on their investment for them than any other station they have. A. Corenson, 402 S. Mansfield Ave., Los Angeles.

For Sale

1000 Watt Western Electric D-87737 radio transmitter, (Western Electric 6-B equivalent), with vacuum tubes and spare armatures for all generators. Price $1,800. Box 915, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Quick Economical Results for CLASSIFIED ADVERTISERS

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BROADCASTING
Broadcast Advertising
National Press Bldg.
Washington, D. C.

in the CONTROL ROOM

ADELBERT B. BURDICK, formerly of WOC, Davenport, has joined the engineering staff of WHO, Des Moines. Frank Pierce, WHO engineer, is devoting his entire time to facsimile development.

SCOTT REID has joined the engineering staff of CKNX, Wingham, Ont.

AARO HERSHEY, announcer of WOWO, Ft. Wayne, Ind., has been transferred to the technical staff of WOWO-WGL, that city.

BOB MYERS, formerly of KXBY, Kansas City, and for the past year in the radio division of the Missouri State Highway Patrol, has joined WHIP as chief engineer, succeeding M. E. Schradermeier.

THEODORE H. VAN COTT, assistant to O. B. Hanson, NBC vice-president in charge of engineering, on March 1 began his eleventh year with NBC. A six-inch celluloid medal, suitably inscribed, was presented by his fellow engineers.

LARRY O'CONNELL, engineer of KOAM, Pittsburg, Kan., recently married Miss Marguerite Richardson.

JAMES WILKERSON, in charge of the transcription department of WTMJ, Milwaukee, is the father of a baby boy born in February.

JOHN HARRISON, former building superintendent of WIP, Philadelphia, has been awarded a first-class radio telephone operator's license by the FCC, and on March 4 joined the technical staff of the station.

E. F. CARTER, formerly of United Research Corp., has been promoted to assistant chief engineer of Hygrade Sylvania Corp., New York.

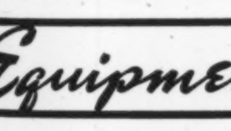
Flying for Franco

STANLEY LUCAS, onetime chief engineer of KFYR, Bismarck, N. D., is now a flier with General Franco's air corps in Spain, according to an article in the *New Salem* (N. D.) *Journal*. Lucas became an aviator while on the KFYR engineering staff, from which he resigned several years ago. He has been a pilot with the Spanish insurgent air force for only a short time.

Equipment

COLLINS RADIO Co., Cedar Rapids, Ia., has published a bulletin describing its presentation of new power tubes.

DOOLITTLE & FALKNOR Inc., Chicago, engineers and manufacturer of transcription equipment, have established an export sales division at 330 S. Wells St., Chicago under the direction of Harry J. Scheel.



Two Way Communication

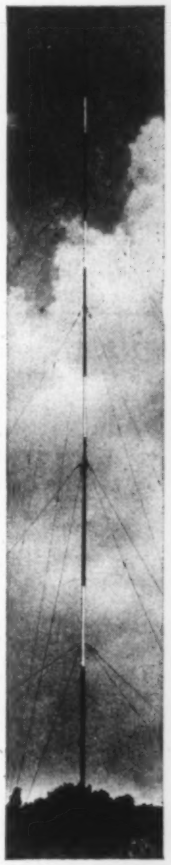
List Price $15 Per Station

Inter-office, remote studios, office to office, house to garage. Hundreds of other uses. Simple to install. Any number of 'phones on same line.

Microphone Division

UNIVERSAL MICROPHONE CO., LTD.,

424 Warren Lane, Inglewood, Calif., U.S.A.



"Because Someone Found A Better Way..."

The world is slow to grasp . . . but quick to follow, once a "*better way*" has been found.

Be it automobiles or elevators . . . typewriters or antennae . . . EFFICIENCY is the prime motive for their use.

Now, a new and *better* type of radiation system is yours. Developed by outstanding radio engineers and technicians, Lingo presents a *new*, more *efficient* type of broadcast radiator . . . "the antenna of tomorrow for today's progressive stations."

No Station Engineer or Executive Can Afford To Overlook Our Story

It is a sensational story of unequalled efficiency up to 97% . . . forty years of steadfast reliability . . . and low cost for both construction and erection that means savings up to one-half.

To alert engineers and executives we will be pleased to send details. Write us complete information on location, optimum performance desired, and we can show *you* how Lingo Vertical Tubular Steel Radiators can answer your problem, and also quote *complete prices in advance* for both construction and erection.

WRITE TODAY FOR OUR BROCHURE, "NEW STANDARDS FOR VERTICAL RADIATORS"

JOHN E. LINGO & SON, INC. *Est. 1897* CAMDEN, NEW JERSEY

LINGO VERTICAL TUBULAR STEEL RADIATORS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
FEBRUARY 26 TO MARCH 11, INCLUSIVE

Decisions . . .

FEBRUARY 28

WPEN, Philadelphia — Granted extension temp. auth. use 1 kw N.

WMBQ, Brooklyn — Granted extension temp. auth. for Joseph Husid, receiver, to operate station.

WKOK, Sunbury, Pa.—Denied continuance oral arguments.

WTAW, College Station, Tex.; WKEU, Griffin, Ga. — Granted auth. take depositions applic. 1120 kc 500 w, change spec. to D.

SET FOR HEARING — WHEF, Kosciusko, Miss., granted temp. license pending hearing on renewal; applic. for transfer of control to Roy L. Heidelberg.

MISCELLANEOUS—KMJ, Fresno, Cal., granted ext. experimental auth. operate facsimile stations to Sept. 1; WBNY, Buffalo, and WMBO, Auburn, N. Y., denied pets. hold hearings in Buffalo and Auburn, hearing scheduled for 3-4-38; NEW, W. P. Stuart, Prescott, Ariz., granted motion to continue oral argument for CP 1500 kc., 100 w N, 100 w LS, unl.; NEW, Clark Standiford, L. S. Coburn, A. C. Sidner, Fremont, Neb., continue oral arguments from 3-4 to 3-11 for new station 1370 kc., 100 w D, unl.

MARCH 1

MISCELLANEOUS — NEW, George W. Taylor Co. Inc., Williamson, W. Va., remanded for further hearing applic. CP 1210 kc, 100 w D; NEW, Press-Union Pub. Co., Atlantic City, remanded for hearing de novo applic. CP 1200 kc, 100 w N, 250 w D unl.; NEW, Vancouver Radio Corp., Vancouver, Wash., granted auth. take depositions; NEW, Birmingham News Co., Birmingham, granted pet. intervene applic. WNEL, San Juan; WHBF, Rock Island, Ill., denied continuance hearing; KTBC, Austin, granted auth. take depositions; WPRO, Providence, granted auth. intervene applic. of Peter J. Calderone; NEW, Edward Breen & Edward R. Loomis, Ft. Dodge, Ia., denied motion consolidate with applic. N. B. Egeland; WSUN, St. Petersburg, Fla., granted pet. continue deposition and hearing date Pinellas Bcstg. Co.; NEW, New England Radio Corp., Bridgeport, Conn., dismissed without prejudice applic. CP 1190 kc, 250 w LS; NEW, Orrin A. Senzel, Rochester, N. Y., denied as in default applic. CP 1500 kc, 100 w, 250 w LS unl.; KDNC, Lewistown, Mont., denied as in default applic. mod. CP, 1200 kc, 100 w 250 w LS unl.; KGFJ, Los Angeles, Cal., dismissed without prejudice applic. CP 1170 kc, 250 w, 500 w LS unl.

MARCH 2

MISCELLANEOUS — KWNO, Winona, Minn., granted license for CP new station; WLS, Chicago, granted CP move trans. site, new equip., antenna; WPRO, Providence, granted license for CP new equip; KALE, Portland, Ore., granted license for CP increase to 1 kw unl.; KTFI, Twin Falls, Id., granted license for CP new radiator, change trans. site; WHAS, Louisville, granted license for CP move trans., new radiator; WTAL, Tallahassee, Fla., license for CP increase D to 250 w; KFEL, Denver, granted pet. intervene applic. Mountain Top Trans Radio Corp. new station; NEW, U. S. Bcstg. Co., Washington, granted pet. continue hearing to 5-4-38; WEMP, Milwaukee, granted auth. take depositions mod. license; WFOY, St. Augustine, Fla., denied motion continue hearing 60 days, dismissed opposition of Orlando Bcstg. Co.

APPLICATIONS GRANTED — KFAB, Lincoln, Neb., WBBM, Chicago, mod. of exp. auth. for new method of synchronization; KGW, Portland, Ore., auth. facsimile; NEW, Paul F. Godley, Montclair, N. J., CP new high frequency station 41800 kc, 1 kw.

SET FOR HEARING—WNLC, New London, Conn., mod. license change hours D to unl. 100 w; WBRC, Birmingham, Ala., mod. license change power to 5 kw D and N. KTEM, Temple, Tex., mod. license change hours from D to unl. 100 w N, 250 w D; KOY, Phoenix, Ariz., mod. license change freq. from 1390 to 550 kc.

MISCELLANEOUS — NEW, Paul R. Heitmeyer, Cheyenne, Wyo., proceedings reopened pursuant to court order; NEW, William F. Huffman, Wisconsin Rapids, Wis., granted auth. intervene applic. WRSP; NEW, P. W. Spencer, Rock Hill, S. C., granted auth. take depositions applic. CP 1500 kc, 100 w D; WRBL, Columbus, Ga., granted auth. take depositions use 1330 kc, 250 w LS unl.; WAIR, Winston-Salem, N. C., denied pet. for continuance hearing for mod. license.

ORAL ARGUMENTS GRANTED—WAAB, Boston; NEW. Shirley D. Parker, Yakima, Wash.; NEW, Evening News Press Inc., Port Angeles, Wash.; NEW, Platt & Platt Inc., Poughkeepsie, N. Y., all 4-14-38.

MARCH 4

KSD and KFUO, St. Louis—Applications for mod. license both denied; renewal applications both granted.

NEW, W. H. Hartman Co., Waterloo, Ia. —Applic. CP 1400 kc. 500 w D dismissed with prejudice.

WGAR, Cleveland — Granted CP new trans., directional, increase to 1 kw 5 kw D.

NEW, Journal Co., Milwaukee; NEW, Mid-Atlantic Corp., Washington — Denied CP 1570 kc 1 kw unl.

NEW, Genesee Radio Corp., Flint, Mich. —Denied CP 1200 kc 100 w 250 w LS unl.

NEW, Port Huron Brdcstg. Co., Port Huron, Mich.; NEW, W. W. Ottaway, Port Huron—Port Huron Brdcstg. Co. granted CP 1370 kc 250 w D; W. W. Ottaway denied CP 1370 kc 250 w D.

MISCELLANEOUS—WWJ, Detroit, granted pet. intervene King-Trendle Brdcstg. Corp. applic. at Pontiac; NEW, R. C. Atwood, Port Angeles, Wash., granted auth. take depositions; NEW, Cuyahoga Valley Brdcstg. Co., Cleveland and Warren O., granted continuance hearings; WIRE, Indianapolis, granted auth. intervene WBAA applic.; NEW, Edward J. Doyle, Rochester, granted 60-day continuance; NEW, George H. Payne, San Jose, Cal., granted postponement hearing 60 days; NEW, Food Terminal Brdcstg. Co., Cleveland, denied motion for bill of particulars applic. Cuyahoga Brdcstg. Co., Cleveland.

MARCH 5

MISCELLANEOUS — NEW, Birmingham News Co., Birmingham, rescheduled oral argument; NEW, Four Lakes Brdcstg. Co., Madison, and NEW, Constitution Pub. Co., Atlanta, rescheduled for hearing; NEW, Kanawha, Valley Brdcstg. Co., Charlestown, W. Va., granted oral argument; WSM, Nashville, granted pet. withdraw without prejudice applic. CP 1370 kc 100 w 250 w LS unl.; WNEL, San Juan, P. R., denied continuance hearing; WDBO, Orlando, Fla., granted auth. intervene applic. Martin Anderson; NEW, Mid-West Brdcstg. Corp., Provo, Utah, granted auth. intervene applic. Dan B. Shields; NEW, Dan B. Shields, Provo, granted continuance; NEW, W. H. Kindig, Hollywood, denied reopening hearing; NEW, Edward Breen & Allen R. Loomis, Ft. Dodge, Ia., denied order take depositions; NEW, F. W. Meyer, Denver, denied continuance hearing applic. Mountain Top Trans Radio Corp.

MARCH 8

MISCELLANEOUS—WPRA, Mayaguez, P. R., granted auth. take depositions; NEW, Fredericksburg Bcstg. Corp., Fredericksburg, Va., dismissed without prejudice applic. CP 1200 kc 250 w D; W7XBD, Portland, Ore., dismissed without prejudice applic. mod. CP experimental; NEW, McComb Bcstg. Corp., McComb, Miss., granted auth. take depositions.

MARCH 9

SET FOR HEARING—NEW, Michael J. Mingo, Tacoma, Wash., CP 1400 kc 250 w unl. amended.

MISCELLANEOUS — WHOM, Jersey City, denied rehearing applic. increase to 1 kw D; WMEX, Boston, denied reconsid. dismissal applic. for rehearing, dismissed motion to strike petition to reconsider; WMBQ, Brooklyn, denied reopening of record, dismissed opposition; WPEN-WRAX, Philadelphia, denied pet. waive Rule 103.18b re applic. invol. transfer control; NEW, Fla. West Coast Bcstg. Co., Clearwater, granted pet. take depositions; NEW, Tribune Co., Tampa, Fla., granted pet. intervene.

NEW, WRBC Inc., Cleveland — Denied CP 880 kc 1 kw unl.

KDON, Del Monte, Cal. — Denied CP change 1210 kc 100 w to 1400 kc 250 w 1 kw LS.

NEW, Earle Yates, Las Cruces, N. M. —Denied CP 930 kc 500 w D.

NEW, Valley Bcstg. Co., Youngstown—Denied 1350 kc 1 kw unl.

NEW, Dr. W. S. Jacobs Bcstg. Co., Houston—Denied CP 1220 kc 1 kw unl.

MARCH 11

MISCELLANEOUS — WFIL, Philadelphia, granted extension temp. auth. 1 kw N; WHBF, Rock Island, Ill., granted temp. auth. operate Collins trans. and temp. antenna; KWNO, WRSP, KEEN, New, Roberts-MacNab Co., Livingston, Mont., all granted auth. take depositions.

NEW TRANSMITTER PLANT—Of WHAS, Louisville, just completed at a cost of nearly $600,000, of which $265,000 represented latest Western Electric transmitter and speech input equipment and the 654-foot $30,000 Blaw-Knox shunt-excited antenna with beacon. The 50,000-watt outlet is geared to accommodate 500,000 watts, for which WHAS has applied. Insets show Orrin W. Towner (left), technical director, and Joseph Fox, resident engineer. Plant includes modern transmitter house (shown above) costing $40,000, resident engineer's cottage costing $11,000 and caretaker's house costing $4,000, on a tract of 100 acres located at Eastwood, Ky., 19 miles east of Louisville.

Examiners' Reports . . .

NEW, Cumberland Bcstg. Co., Fayetteville, N. C. — Examiner Seward recommended (I-590) that applic. for CP 134 kc, 250 w D be granted.

NEW, O. C. Burke, Dickinson, Tex.—Examiner Irwin recommended (I-591) that applic. for CP 1500 kc, 100 w unl. be dismissed with prejudice.

NEW, Odessa Bcstg. Co., Odessa, Tex. —Examiner Irwin recommended (I-592) that applic. CP 1310 kc., 100 w D be dismissed with prejudice.

NEW, Zenith Radio Corp., Chicago—Examiner Hill recommended (I-593) that applic. for CP television station 42500-56000 and 60000-86000 kc, 1 kw unl. be granted.

NEW, Citizens Bcstg. Corp., Schenectady; Thomas J. Watson, Endicott, N. Y.; Hampden - Hampshire Corp., Holyoke, Mass.—Examiner Bramhall recommended (I-594) that applic. Citizens Bcstg. Corp. CP 1240 kc 1 kw 5 kw LS unl. be denied; that applic. Thomas J. Watson CP 1240 kc 1 kw LS unl. be granted; that applic. Hampden-Hampshire Corp. CP 1240 kc 500 w 1 kw LS unl. be granted.

KMLB, Monroe, La.—Examiner Bramhall recommended (I-595) that applic. change 1200 kc 100 w 250 w LS unl. to 620 kc 500 w unl. DA-Night be granted.

WGBI, Scranton — Examiner Dalberg recommended (I-596) that applic. increase N to 1 kw be granted.

NEW, Sam Houston Bcstg. Assn., Huntsville, Tex. — Examiner Hill recommended (I-597) that applic. CP 1500 kc 100 w D be granted.

NEW, Louis P. Thornton, Baker, Ore.—Examiner Berry recommended (I-598) that CP 1500 kc, 100 w, 250 w LS unl. be granted.

NEW, Floyd A. Parton, San Jose, Cal. —Examiner Dalberg recommended (I-599) that CP 1170 kc, 250 w D be granted.

WLAK, Lakeland, Fla. — Examiner Hill recommended (I-600) that applic. increase to 250 w D be granted.

WMFR, High Point, N. C.—Examiner Berry recommended (I-601) that applic. increase D to unl. be granted.

KDAL, Duluth—Examiner Irwin recommended (I-602) that applic. renewal license be granted on condition that radiator be painted.

NEW, Madison Bcstg. Co., Madison—Examiner Dalberg recommended (I-603) that applic. CP 1450 kc 250 unl. directional be denied.

Applications . . .

FEBRUARY 25

NEW, George B. Peeler, Taylor, Tex.—CP 1310 kc, 100 w D.

WGTM, Wilson, N. C. — CP change freq. to 1420 kc, 100 w N, 250 w D unl.

KWBG, Hutchinson, Kan.—Trans. control from W. B. Greenwald to John P. Harris.

KAWM, Gallup, N. M. — CP increase power to 100 w N, 250 w D, changes vert. antenna.

WOMI, Owensboro, Ky.—License for CP as mod. new station.

WBCM, Bay City, Mich.—License for CP new trans.

WWL, New Orleans—Mod. CP to change antenna, move trans.

WMBD, Peoria, Ill.—Mod. license N to 5 kw.

WCAZ, Carthage, Ill.—CP increase 100 to 250 w.

KOOS, Marshfield, Ore.—Mod. license N to 250 w.

KIT, Tacoma, Wash.—CP new trans., increase 250 w 500 w D to 500 w 1 kw D.

KGHL, Billings, Mont.—Auth. transfer control to Charles O. Campbell.

MARCH 2

WHDF, Calumet, Mich.—Auth. transfer control from A. L. Burgan to Mining Gazette Co.

WSVA, Harrisonburg, Va.—Invol. transfer control to Mabel Linton Williams, Adm

MARCH 7

NEW, Utica WUTK Inc., Utica, N. Y. —CP 1420 kc. 100 w N 250 w D unl.

WOV, New York, N. Y. — CP change freq. to 1100 kc, 5 kw, new trans. site, new equip.

WPG, Atlantic City, N. J.—CP change freq. to 1130 kc, unl., install trans., change trans. site.

WAWZ, Zarephath, N. J.—CP install directional antenna, change power to 1 kw D and N.

MARCH 9

WGVA, Indianapolis—Mod. CP as mod. to change antenna, trans. site.

NEW, Capitol Bcstg. Co., Topeka—CP 1120 kc 1 kw unl. directional.

NEW, S. Nebraska Bcstg. Co., Hastings

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

INTERNATIONAL SHOE Co., St. Louis (Peter's shoes), on Feb. 27 started *Peter's Surprise Party* on 2 NBC-Pac. Red stations, Sun., 3:45-4 p. m. (PST). Agency: Long Adv. Service, San Francisco.

BREWERS' RADIO Show Assn., New York, on March 7 started *The Monday Night Show* on 34 CBS stations, Mon., 8-8:30 p. m. (repeat 12-12:30 a. m.). Agency: U. S. Adv. Corp., Toledo.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Feb. 28 started for 13 weeks *Myrt & Marge*, transcription serial, on 7 California Radio System stations, Mon. thru Fri., 2:30-2:45 p. m. (PST). Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap), on Feb. 28 started for 13 weeks *Hilltop House*, transcription series, on 7 California Radio System stations, Mon. thru Fri., 3:15-3:30 p. m. (PST). Agency: Benton & Bowles, N. Y.

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore., on March 3 started *Dairy Maid* on 2 CBS stations (KNX, KSFO), Thurs., 2:30-2:45 p. m. (PST). Agency: Botsford, Constantine & Gardner, San Francisco.

PEPSODENT Co., Chicago (antiseptic), on March 21 starts for 26 weeks, *Career Woman*, dramatic series, on 5 NBC-Pacific Red stations (KFI, KPO, KHQ, KOMO, KGW), Mon. thru Fri., 3:15-3:30 p. m. Agency: Lord & Thomas, Chicago.

Renewal Accounts

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), on March 22 renews for 52 weeks *Al Jolson* on 87 CBS and CBC stations, Tues., 8:30-9 p. m. (repeat 11:30-12 M). Agency: Ruthrauff & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene), on March 15 renewed for 52 weeks, *Jimmie Fidler and His Hollywood Gossip*, on 29 NBC-Red stations, Tues., Fri., 7:30-7:45 p. m. (PST). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

EMERSON DRUG Co., Baltimore (Bromo Seltzer), on April 6 renews for 13 weeks, Harriet Parsons, commentator, on 30 NBC-Blue network stations, Wed., 5:30-5:45 p. m., (PST). Agency: J. Walter Thompson Co., New York.

EUCLID CANDY Co. of California Inc., San Francisco, on Feb. 22 renewed *Knox Manning* on 2 CBS stations, Tues., 5:30-5:45 p. m. (PST), and on March 1 added 4 stations (KOIN KIRO KFPY KVI). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

PACIFIC COAST BORAX Co., New York (Twenty Mule Team Borax), on April 1 renews for 13 weeks *Death Valley Days* on 23 NBC-Blue stations, Fri., 8:30-9 p. m. Agency: McCann-Erickson, N. Y.

GALLENKAMP SALES Co., San Francisco (shoes), on March 20 renews for 52 weeks *Professor Puzzlewit* on 4 NBC-Pac. Red stations, Sun., 4-4:30 p. m. (PST). Agency: Long Adv. Service, San Francisco.

GENERAL FOODS Corp., New York (Maxwell House coffee), on April 7 renews for 13 weeks *Good News of 1938* on 73 NBC-Red stations, Thurs., 9-10 p. m. Agency: Benton & Bowles, N. Y.

CONTINENTAL BAKING Co., New York (Wonder bread, Hostess cake), on April 11 renews *Pretty Kitty Kelly* on 41 CBS stations, Mon. thru Fri., 10-10:15 a. m. (repeat 4:15-4:30 p. m.). Agency: Benton & Bowles, N. Y.

JERGENS-WOODBURY Sales Co., New York, on April 3 renews for 13 weeks *Hollywood Playhouse* and *Walter Winchell*, on 59 NBC-Blue stations, Sun., 9-9:45 p. m. Agency: Lennen & Mitchell, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene shampoo), on March 15 renews Jimmy Fidler's *Hollywood Gossip* on 54 NBC-Red stations, Tues., Fri., 10:30-10:45 p. m. Agency: Blackett-Sample-Hummert, Chicago.

LEVER BROS. Co., Cambridge (Lifebuoy), on March 22 renews for 52 weeks *Al Jolson Show* on 61 CBS and 26 Canadian stations, Tues., 8:30-9 p. m. (EST), with repeat, 8:30 p. m. (PST). Agency, Ruthrauff & Ryan, N. Y.

Network Changes

S. C. JOHNSON & SON Inc., Racine, Wis. (floor wax), on March 15 shifts *Fibber McGee & Molly* on 51 NBC-Red stations from Mon., 9-9:30 p. m. to Tues., 9:30-10 p. m.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shaving cream), on June 22 takes *Gang Busters* off CBS, to return Aug. 17.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on March 1, added repeat for *Big Town*, on 6 CBS Pacific Coast stations, Tues., 9:30-10 p. m. (PST).

STANDARD BRANDS Inc., New York (Royal gelatine), on March 24 moves *Royal Gelatine Hour* to New York from Hollywood, on 51 NBC-Red stations, Thurs., 8-9 p. m.

U. S. RUBBER Co., New York, on March 30 shifts *Ben Bernie* on 94 CBS stations on Wed. from 9:30-10 p. m. to 8:30-9 p. m.

WHEELING STEEL Corp., Wheeling, on March 6 added 12 Don Lee stations for *Wheeling Steel Makers*, formerly on 5 Mutual, Sun., 5-5:30 p. m.

AMERICAN HOME Products Co., New York (Anacin, Bi-So-Dol), on March 22 will add 7 Pacific stations for *Easy Aces* and *Mr. Keen*, now on 22 NBC-Blue stations, Tues., Wed., Thurs., 7-7:30 p. m.

J. B. WILLIAMS Co., Glastonbury, Conn. (shave cream), on March 7 added 2 Mutual stations (KWK, WFIL) for *True or False*, formerly on 9 Mutual stations, Mon., 10-10:30 p. m.

BRITISH BROADCASTING Corp. broadcast direct from Hawaii for the first time March 9. Originating at KGU, Honolulu, the musical program was picked up by NBC and short-waved to BBC.

Neb.—CP 920 kc 1 kw 5 kw D unl. directional.

KELA, Centralia, Wash.—Mod. license 500 w to 1 kw.

MARCH 11

WDEV, Waterbury, Vt. — License CP new trans.

KRLD, Dallas — CP new trans., directional antenna D & N, change 10 to 50 kw, unl.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

NOW $40 Each

Two for $75.00 Approved by FCC

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centrigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

WITH A BANG—These wielders of kitchen utensils help Mary Mason, home economics expert of WRC, Washington, entertain Capital listeners. Miss Mason is standing in foreground at left of microphone.

Jailed for Radio Theft

AS AN INTERLUDE in the lengthy legal battle of James A. Murphy, Los Angeles broker and politician, over the theft of $50,000 worth of radio equipment — four men, M. P. Barbachano and R. M. Barbachano, Tiajuana, Mexico, utilities operators; C. L. Byers, San Diego, Cal., and George Berger, Los Angeles,—on March 5 completed five-day sentences in the Los Angeles county jail and paid fines of $500 each. They were sentenced by Los Angeles Superior Judge W. Turney Fox on a contempt of court charge growing out of the asserted removal of the equipment from a Los Angeles warehouse while it was in the custody of Federal authorities. The equipment was to have been used in construction of a powerful radio station at Rosarito Beach, Lower California, Mexico. The receivership was ordered pending the outcome of a lawsuit filed last September in Los Angeles by Murphy in which he demanded $450,000 damages charging that he was "frozen out" of the International Broadcasting System Inc., of Cal., a syndicate which was established to operate XERB at Rosarito Beach. Damage suit, which is still pending, named the corporation and 15 others.

AGRAP Still Polling

AMERICAN Guild of Radio Announcers and Producers, independent union, is not actively organizing at present, pending the completion of a poll of the membership to determine the organization's future status. Each chapter is holding elections to decide whether its membership wishes to remain independent or to affiliate with either AGRAP, AFL talent union, or the broadcast division of ARTA, CIO radio union whose present membership is confined principally to technicians. Votes, which are sent by various locals to AGRAP headquarters in New York, are coming in slowly and will not be opened or counted until they are all in, according to Roy S. Langham, president.

AFRA Seeks Uniformity In Contracts for Artists

"SATISFACTORY progress" is reported by Mrs. Emily Holt, executive secretary of American Federation of Radio Artists, in negotiations for standard contracts for actors, singers and announcers employed on nationwide network programs the union is now conducting with officials of the major networks and the American Association of Advertising Agencies.

Many differences of opinion remain to be adjusted, she said, which makes it impossible to predict the date when agreement will be reached, adding that every effort is being made on both sides to reach a satisfactory conclusion and that the most friendly relations exist between all negotiating parties.

Meanwhile, AFRA membership is said to be growing rapidly in all parts of the country. Notices of a membership meeting to be held in New York on March 14 were mailed to 1500 members in that city, and a membership almost that large is reported by the Los Angeles local. A new AFRA local has been established in Shreveport and organization is under way in Philadelphia, where the entire announcing staff of KYW has joined the union. In Pittsburgh, the entire KDKA announcing staff has likewise signed up with AFRA.

AFRA has increased its initiation fees from $10 to $25 for members earning less than $10,000 annually and from $25 to $50 for members whose annual incomes are more than $10,000. Increases went into effect Feb. 1 for locals organized before Nov. 1, 1937, and will become effective for locals organized at later dates six months after organization. Raise was made at the request of Chicago and Los Angeles locals, on grounds that their large and widespread organizations are naturally expensive and that as the original members contributed valuable services in addition to paying their initiation fees and dues it is only fair that new members should pay a higher rate.

IF

You are an experienced radioman;

You are ambitious to get ahead rapidly in radio;

You realize the necessity of a directed training in the engineering principles of radio but are unable to take advantage of college training,—

▶

Then--

send for our new illustrated book "A Tested Plan." It will give you complete details of an advanced home study course in Practical Radio Engineering *Written for the Experienced Radioman.*

CAPITOL RADIO
ENGINEERING INSTITUTE
Dept. B3 14th & Park Rd. WASH., D. C.

FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

Merchandising & Promotion

**Tea Garden Bargains—Poetry Profit—Don's Data—
Proud of Music—First Baby—Wholesale Facts**

TEA GARDEN Products Co., San Francisco (preserves) has started a regional campaign using radio, newspapers and trade periodicals. All newspaper copy calls attention to the radio program, which goes on the air each Thursday at 1:45 p. m. (PST) over a CBS Pacific Coast home economics participating program. A high point of the radio series is a two-week menu-building contest. Six top prizes are offered, each an order on the listener's grocer for $3 worth of Tea Garden products at his current prices. In addition, the advertiser is awarding 50 consolation prizes, the first group of which consists of a table service jug of Tea Garden Drips.

Each broadcast program calls attention to the current "Early Bird Bargains" featured at the grocery stores and emphasizes the merits of different groups of items with changing seasons. The account is handled by Botsford, Constantine & Gardner, San Francisco.

* * *

News Response

KVOO, Tulsa, Okla., has published a booklet in plastic binding discussing its daytime news broadcasts. It indicates that 16,296 letters from 1,508 cities and towns in 33 states and Canada and Mexico were received as a result of a contest recently announced on its fifth anniversary and its 6,000th newscast. KVOO subscribes for International News Service and Transradio Press Service. Ken Miller is KVOO news editor.

* * *

Prizes for Poems

TED MALONE, who recently joined the continuity department of WOR, Newark, on Feb. 28 started his *Between the Bookends* program on that station, four mornings a week. For original and unpublished poems submitted, Malone pays $10 a day. The contest is open to everyone in the country.

* * *

Free Batons

HOWARD BARLOW, CBS conductor, is autographing batons for the three children each week who write the best letters naming their favorite compositions and why, in connection with *Music for Fun*, heard Fridays, 6:05 to 6:30 p. m.

WDAY
GRANDMA
TRAVELS
DAILY 930 A.M.
WDAY

FARGO BUSES—Carry these signs on their daily routes through Fargo and Moorhead, Minn. On 13 buses which change their routes weekly, this service is given by WDAY free of charge.

Texas and KTAT

COMPLETE market survey of not only its metropolitan area but of each county in its primary area has been issued by KTAT, Fort Worth, Tex. Advertisers on KTAT are listed and many testimonials from prominent business men of the Southwest are included. The attractive booklet done in black and orange gives a well-rounded survey of KTAT programs, talent and civic activities. One interesting section shows the many merchandising plans used by KTAT to tie-in its sponsored programs.

* * *

WIP Curiosity

TO PROMOTE its weekly *Curiosity Court* sponsored by Shell Union Oil Corp., WIP, Philadelphia, has issued summonses and witness score sheets used in conjunction with the program. WIP has also published a signal intensity map showing its increased coverage due to new Blaw-Knox antenna, RCA transmitter, and WE amplifier. The map-pamphlet is titled "Happy New Ears!"

* * *

At the Fire

AMONG its broadcasts in connection with National Used Car Week, WTMV, E. St. Louis, Ill., took its portable Fairchild unit to a local used car lot where a public burning of old cars was recorded for airing that evening. WTMV is also recording interviews with satisfied purchasers of Norge refrigerators for its 26-week series sponsored by the Norge Co. of Missouri.

* * *

Another WOR First

ONE column advertisement, "Program to be Found Nowhere Else", written by Joseph Creamer, sales promotion manager of WOR, Newark, is included in this year's collection of the Milline record of the best advertisements of the year, published in the first 1938 quarterly issue of *Advertising & Milline Data.*

* * *

Reports About Don

AL BARKER, author of *Don Winslow of the Navy,* is merchandising and promoting the show by preparing a monthly report for all executives at NBC-Chicago. Known as Winslowgrams, the report presents a mail pull survey, tells where letters are received from, and other data that can be used in selling the program.

* * *

For the Youngsters

RADIO SET is offered to children by KTSM, El Paso, for the best letter concerning KTSM's programs for youngsters. The letters must be accompanied by sales slip, carton, bottle top, or wrapper from any product advertised on KTSM. Radio sets are displayed in advertisers' show windows.

* * *

Camay Contest

PROCTER & GAMBLE, Cincinnati, beginning March 28 through May 6 will award $1,000 and 40 Emerson radio sets five days weekly in a contest for Camay soap. Beginning April 4, winners will be announced on the Camay program *Pepper Young's Family.*

NBC Music Brochure

NBC has published a promotion brochure summarizing its musical programs. The cover is a reproduction of a yellowed manuscript of early U. S. chamber music, 10 by 13 inches, and the booklet contains many pictures of NBC's symphonic, operatic and popular music broadcasts. Beginning with the inception of NBC 11 years ago, the history of the organization is traced as its growth is reflected in musical programs. The Metropolitan opera broadcasts, music appreciation hour, *Music is My Hobby*, home symphony, music guild, *Fun in Music*, and symphonic broadcasts featuring Arturo Toscanini, are described in detail. A red ribbon of the type used for manuscripts is attached.

* * *

800,000 Calls

RESULTS of a continuing listener survey made during 1937 have been released by KNX, Los Angeles, in a brochure titled "The People's Choice". The survey is based on 800,000 telephone interviews made by a market research firm which called 72,000 persons during one week each month of the year. The calls were made for 14 consecutive hours each weekday, 13 on weekends. KNX was first in listener preference, according to the survey.

* * *

Since 1933

DONE in green and white with modernistic cover a promotion folder for its *Women's Club of the Air* has been issued by WCAU, Philadelphia. Various local women's clubs that attend the show are listed and the brochure is complete with photographs of the audience studio, fashion show, and display kitchen. Rates, listener coverage and sponsors participating are analyzed.

* * *

Wheeling Data

WWVA, Wheeling, W. Va., has published a promotion folder of vital statistics about its primary area with special emphasis on a survey of its Saturday night *Jamboree* which has played in five years to studio audiences totaling 389,538. Photographs of local business and industry stress the fact that "WWVA is available to 5,721,101 listeners".

* * *

WSYR First

FEATURED on the cover of an attractive booklet recently published by WSYR, Syracuse, to show the number of "radio firsts" claimed by the station is the photo of the son of WSYR staff member Robert Servatius, the first baby born in Syracuse in 1938. The booklet indicates that WSYR's 1938 business is 20% ahead of 1937 so far.

* * *

When Things Happen

CUTOUT folder splashed with pictures of fires, floods and tornados has been released by WKY, Oklahoma City, to promote its new mobile unit, KAXB. Emphasis is laid on WKY's news coverage and the cover reads, "The Next Time These Things Happen in Oklahoma, WKY Will Be There."

* * *

Picture Map

STRESSING the residential advantages of its market, WFAS, White Plains, N. Y., prints a picturized map of Westchester County on the back of its letterheads, showing the various clubs, historical points, residential areas and highways.

PUFFING AWAY — On her 111th birthday was Mrs. Sadie Cornett, winner of the pipe-smoking contest at the recent Texas Centennial Exposition. James Alderman, newscaster of WFAA, Dallas, told about Mrs. Cornett on his program and presented her with a big can of Big Ben, a product of his sponsor, Brown & Williamson Tobacco Co.

Facts for Wholesalers

WCCO, Minneapolis, and St. Paul is mailing a monthly list of food advertisers using its facilities to wholesale grocers. Sponsors, products promoted and names of programs, as well as complete information on special contests or other stunts that may stimulate sales of various food lines are included. Local, spot and network accounts receive equal billing. The list is to keep wholesalers aware of what products are getting regular promotion over WCCO and enable them to anticipate excessive demands for individual items which might result from special contests.

* * *

Scripts to Libraries

WBBM, Chicago, is presenting bound copies of its *Chicago Salutes You* scripts to public libraries, chambers of commerce, city archives and schools in each of the honor cities visited by the WBBM mobile air theatre. Broadcasts, in which voices of local celebrities are transcribed, are aired Monday nights.

* * *

Colorado Breakfast

KLZ, Denver, has published a folder called "Sit Down to Breakfast With Ozie", a promotion piece for its early morning daily program called *Rocky Mountain Roundup*, featuring Capt. Ozie and his Rangers.

ARMCO MEDALS—Are awarded to young school musicians heard as soloists on the Sunday afternoon series of American Rolling Mills Co. over NBC-Blue Network. Marking Armco's ninth season on the air, the program features Dr. Frank Simon's band and talks by the Ironmaster on interesting uses of iron and steel.

WLW

is not content with influencing the buyer to buy.

By its merchandising to the Retailer . . . cultivation of DEALER SUPPORT . . . WLW also influences the seller to sell.

That is why WLW-advertised products get front-line display at the point-of-sale.

That is also why so many smart advertisers use

WLW-THE NATION'S STATION

CINCINNATI

Again.. THE RCA LABORATORIES PRODUCE A NEW TUBE DESIGN!

A Money-Saving, Air-Cooled Power Tube!

Year in and year out, the RCA Laboratories are the birthplace of radio's great advances. Among many of RCA's achievements in design is the new, money-saving, air-cooled power tube, now available in two types—891-R and 892-R.

These new tubes incorporate the design advantages of the water-cooled tube construction—plus the economy and simplicity of air-cooling.

These new RCA air-cooled tubes are outstanding because they eliminate the need of very expensive water cooling equipment. Pipes, machinery, tanks, cooling ponds—all are unnecessary. This results in lower installation cost. Because these tubes remove the intermediate step in cooling, there's no chance of cooling apparatus going bad or leaking and the cooling system is more simple and reliable, assuring a maximum of time on the air.

Write for full technical details of this sensationa new RCA achievement.

Ask your distributor or send 10¢ to Camden
for a commemorative advertisement on RCA's
television tube announcement.

Better programs every day—when your station's tubes are RCA.

RCA Radiotrons

RCA MANUFACTURING COMPANY, INC. • CAMDEN, NEW JERSEY
A SERVICE OF THE RADIO CORPORATION OF AMERICA